REPORT ON

THE DEVELOPMENT OF THE AMAZING FAMILY KIT
(An Element Of The You're Amazing Project)

This report is offered to the Regional Health Authorities and all other *You're Amazing* partners as a source of information upon which other health promotion strategies can be developed, should they so choose.

Population Health Strategies Branch
Health Strategies Division
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CONTENTS

Page

Context: The *You're Amazing* Project 1

1.0 Executive Summary 2

2.0 Overview of the Development of the Amazing Family Kit 4

This provides a brief background to this project element from conception to final developmental stages and sets the scene for the rationale and purpose of the focus testing

3.0 Focus Group Comments and Rankings 8

This provides a detailed presentation of the discussions and opinions of the focus test groups on the 21 items offered for inclusion in the Amazing Family Kit. It also illustrates the decisions made by the project team based on the opinions of the focus groups and other factors resulting in the items chosen for the Amazing Family Kit.

Appendix A - The Original Forty Four Items (The first cut.)

This provides a description of the original 44 items that the design team developed for consideration by the members of the *You're Amazing* Steering and Advisory Committees and the Kit Working Group. The 21 items were derived from the voting process on the original 44 items.

Appendix B - Raw Data and the Statistical Analysis of Results

Analysis of the data and findings of the 4 different focus groups are presented and discussed.

Appendix C - Overview Review

Review of all concepts/items proposed for the Family Kit is carried out to identify other possible opportunities.

Appendix D - The *You're Amazing* Steering and Advisory Committees and the *You're Amazing* Family Kit Working Group

Membership of these groups is provided for reference.

CONTEXT: THE YOU'RE AMAZING PROJECT

The *You're Amazing* project is a two year initiative which was launched in June, 1997.

The intent of the project is to support Albertans in taking actions that promote their individual and family's health and well-being, based on sound knowledge of the broad factors and influences (determinants) of health. Targeted to young parents (aged 18 - 30 years), it is a project designed to:

- set the stage for positive behavioral change and attitude shift;
- appeal to the audience in a practical and relevant way;
- provide marketing and leadership opportunities for key sponsors and partners; and
- be flexible and responsive.

Key concepts addressed through the initiative are:

- health is a resource;
- health is influenced by many factors (health determinants);
- people make choices in their lives that affect their health and taking control of managing one's own health or the health of their family is, in itself, a healthy choice;
- there are many positive steps within one's own power; and,
- support is needed and needs to be available at all levels to support individual action as individual action on its own is sometimes not enough.

It is intended that young parents will:

- understand that health and wellness is broadly determined;
- understand their role in looking after their health and well-being; and,
- actively participate in their own, their family's and their community's health.

The broad determinants addressed through this initiative are:

- economic environment/finances;
- work/employment environment;
- support;
- coping skills; and,
- early child development.

The *You're Amazing* initiative has several distinct elements. They are:

- Development of education and awareness materials for young families, such as the Amazing Family Kit, posters, brochures, bookmarks and calendars;
- Awareness events designed to draw attention to the *You're Amazing* project, such as the Community Tours in the summer of 1997 and again planned for 1998.;
- Media involvement to raise awareness of the initiative;
- Partnerships, including corporate sponsors, to increase the reach of the program;

The Amazing Family Kit is regarded as the showpiece for the *You're Amazing* initiative. Designed in the first year, it is hoped that the launch of the Kit in September, 1998 will capitalize on the successes in Year One of this initiative

1.0 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Work began in late November, 1997 on the development of the terms of reference for a working group responsible for the development and design of the Amazing Family Kit.

The working group was composed of Alberta Health staff, representatives of the *You're Amazing* Steering and Advisory Committees and members of the design team.

Agreement was reached that the kit would be a collection of information and ideas which would allow for ways of applying the determinants of health to the young parent's life. It would provide realistic suggestions, focusing on simple actions that families can take which address the chosen health determinants - those being: **finances, coping skills, support, child development** and **work**. It was also felt that being targeted to young parents with little children, it should be fun and interactive.

First the members were asked to submit ideas and examples of items that could be considered for inclusion in the kit. The ideas and examples were then discussed and the design team developed concepts or items based on those discussions and the examples provided. After feedback, the concepts were revised and a list of 44 items were submitted to the Steering and Advisory Committees and the Family Kit Working Group for their opinions.

Following a voting process the selections were reduced to 21 items. These were further revised based on the feedback provided and were then focus tested with young parents in four separate focus testing sites. The feedback from the focus groups allowed for further reduction and refinement of the remaining items.

The result is that 13 different elements have been selected for inclusion in the *You're Amazing* Family Kit. A number of factors were considered in the final selection. They were:

- items are chosen as desirable by the focus test groups;
- items adequately address the chosen health determinants;
- cost;
- ability to reinforce the *You're Amazing* theme; and
- whether several items could be combined into one.

The following is a brief summation of the items chosen for inclusion in the kit.

You're Growing Up To Be Amazing - this growth chart focuses on all aspects of childhood development - physical, mental and emotional.

The Amazing Book of Good For Nothing Ideas - this book is a collection of fun, free things to do inside or outside, to teach children skills, stretch imaginations, enhance their coordination and keep the family entertained.

An Amazing Little Cookbook - this is a collection of easy-to-make recipes to both help parents out in the kitchen and get their kids cooking.

Penny Pinching, Buck Saving Budget Planner - this piece is designed to help young families cope with the stress of handling finances.

The Amazing Shopping List - this handy little notepad is designed to help young families save money and make healthy choices at the grocery store.

You're Amazing **Fridge Magnet** - a fridge magnet with all its uses, that also serves as a reminder to young parents that they're doing an amazing job each and every day.

You're Amazing **Stickers** - non-permanent, or static, stickers with supportive messages to help build self esteem and a positive self-image for children.

You're Amazing **Feel Good Coupons** - these coupons are designed for use within a family or support network as a way of doing good deeds and having a healthy effect on the giver.

Help Yourself To Better Health - a series of reference sheets on a broad base of subjects

> **Learn To Say NO! / Six Steps To Calmness** - tips on taking control of your time and six steps to calmness.
>
> **Amazing Phone List** - a collection of toll free numbers and spaces for important family phone numbers.
>
> **Time Out (Baby Sitting and Child Care Know-How)** - information on sharing child care and babysitting services with your friends, neighbours and community.
>
> **Building An Amazing Support Network** - a list of ideas that single parents and couples can use to build/expand their social support network.
>
> **Balancing Work & Family / Ways to Workplace Wellness** - includes tips on making the transition from work to home, streamline breakfast rush hour and other tips and activities as well as a self discovery quiz aimed at improving overall work experience during the work day.

Chair
You're Amazing Family Kit Working Group

2.0

OVERVIEW OF THE DEVELOPMENT AND METHODOLOGY OF THE AMAZING FAMILY KIT

Overview of the Development and Methodology of the Amazing Family Kit

PURPOSE OF THE AMAZING FAMILY KIT:
The primary purpose of the Amazing Family Kit is:

- To develop a showcase piece of the two-year *You're Amazing* program - a kit of interactive tools that will inform and remind young parents about the breadth of factors that influence their health, and to encourage them to practice/adopt a variety of healthy behaviours for themselves and their families in their everyday lives.

The intent of the kit is to address five health determinants chosen to be addressed by the *You're Amazing* project. These factors are:

1. Building a network of friends, family and community connections.
2. Providing healthy early childhood experiences for children.
3. Work and the work environment
4. Income and money management.
5. Coping skills.

AUDIENCE:
76,000 young parents between 18 - 30 years of age

GOAL:
Young parents will gain a broader understanding of healthy practices and begin to implement these healthy practices into their daily lives.

Family Kit Focus Testing Overview
Preliminary focus testing at the start of the *You're Amazing* project in the early spring of 1997 found that young parents wanted an information and action-oriented package that would assist them to address the health determinants.

Work on the Family Kit began in the latter part of November, 1997 when a working group was struck composed of representatives from Alberta Health, the Advisory and Steering Committees to the *You're Amazing* project and members of a design team contracted by Alberta Health.

Meetings occurred every week to two weeks from early December to the end of March, 1998. Suggestions and examples were given to the design team as possible items for inclusion in the Family Kit. The design team developed a tentative list of 44 items for consideration. These items are listed in Appendix A, along with the instructions outlining how the selections were to be made.

A voting process amongst the Working Group and the *You're Amazing* Advisory and Steering Committees resulted in the items being reduced to 21 from 44. Where possible, thoughts and concepts from those items not chosen were incorporated into the remaining 21 items. The items were chosen on the basis of ease of creation (simplicity), cost, adherence or ability to reinforce the *You're Amazing* theme, and representation of one or more of the health determinants.

Prior to making the final decisions on the items for the kit, and prior to going to final development and production, it was felt that it would be wise to have another more specific focus testing exercise with young parents to ensure that the Family Kit being developed was on track in terms of meeting the target population's needs.

Focus testing occurred with four different focus groups on March 9, 12, 18 and 26, 1998. Based on the focus test findings, the working group finalized the items to be produced for the kit.

The focus testing took place in the following sites: Medicine Hat, Peace River and Edmonton. The Medicine Hat and Peace River focus testings were organized by the Palliser and Peace Health Authorities respectively. One Edmonton focus testing was contracted and organized by a private firm, while the second Edmonton focus testing was arranged by the Nechi Institute.

(Note: rankings were done in three different formats and the comments generated were the result of these three different approaches.)

1. Medicine Hat and Peace River focus groups received the list of items in advance and were asked to rank each item from #1 to #21 (from favorite to least favorite) prior to the focus test. These sheets were handed in and the results tabulated. The sheets, along with the comments noted in the focus group discussion, and the responses to the series of general questions form the results of these groups. Although the Medicine Hat group had six members, one person did not receive the information ahead of time and therefore did not rank the items. A second individual chose not to rank them except for the first item. This single item was not used in the analysis. Consequently the number showing for Medicine Hat is only 4.

2. The privately contracted Edmonton group did not see the items ahead of time. After reading the descriptions of all 21 items, they were asked to choose the top six items. Then, each individual item was rated on a scale of one to seven. (1 here = least favorite, but results were transposed for summary with other focus group results). These ratings were ranked and the comments that followed formed the results of this focus testing.

3. The focus testing with the Nechi/First Nations group took a different format. As the focus testing occurred some time after the other focus tests and because time was a bit more limited and the group was larger, the group was asked to comment only on the items that seemed to be ranked higher by the previous groups. Consequently only 13 items were considered. Each item was read and the group were asked to rate the items on a scale of one to four, one being most preferred. The group were asked to provide written comments. A discussion followed on what needed to be changed to improve those items not preferred. These comments were noted.

The analysis and raw data are provided in Appendix B.

Focus Group Composition

Medicine Hat (M.H.):

- Six individuals between 25-30 years old, with the exception of one individual who was 30+.
- All were dual-parents, three had one child, one had two children and two had three children.
- Two had an income of $20-40 thousand, three had an income of $40-60 thousand and one had an income of $60 thousand+.
- One individual did not have the items ahead of time and therefore had no opportunity to rank the items prior to the focus group. Therefore only 5 different rankings are noted (but only for the first item).

Peace River (P.R.):

- Seven individuals, one between 16-24 years of age, four between 25-30 and two 30+.
- Two single parents and five dual parents. Five had one child, one had two children and one had three children.
- One had an income of $20 thousand or under; two between $20-40 thousand; one between $40-60 thousand and three $60 thousand+.

Edmonton (ED):

- male, 25-30, separated with 23 month old, income: $30-40 thousand
- male; 25-30; married; 2 year old and expecting; $20-30 thousand and mom at home
- male; 25-30; married; children: 10,6 and 7; $30-40 thousand; wife works part-time
- female; 25-30; separated; 5 ½ and a 3 ½ old; under $20 thousand
- female; 18-24; married; 3 yr. old; part-time; husband in Canadian Forces; income over $50 thousand
- female; 25-30, single; 12 and 13 yr. old, unemployed homemaker; income under $20 thousand
- female; 25-30; single; 11 and 12 yr. old; unemployed homemaker; income $30-40 (with boyfriend's)
- female; 25-30; single, self-employed; under $20 thousand

Nechi/First Nations:

- female, children: 3, 5 and 7 years old
- female, children: 3, 5 and 15
- female, children: 6 and 14
- female, children: 21, 18 and 9
- female, children: twins 6 mos. at home (8 children in all)
- female, children: 6, 5 and 3
- male, no children
- female, children: 17 and 16 (and raising grandson 14 mos.)
- female, children: 6 and 3 at home (7 children in all)
- female, children: 5, 4, and 1
- female, children: 13, 10, 9, 6, 18 mos. and 3 mos.
- originally three female counsellors also took part in the focus group discussion and voting, but one had to leave.
- age ranged from late teens to late 40's.

3.0

FOCUS TESTING RESULTS

FOCUS GROUP COMMENTS AND RANKINGS ON AMAZING FAMILY KIT ITEMS, ADDITIONAL COMMENTS BY FOCUS GROUPS, AND RECOMMENDATION/DECISIONS REACHED BY THE *YOU'RE AMAZING* PROJECT TEAM

- All items are listed in alphabetical order, with a brief description of the item followed by its physical description and the health determinants it relates to. Printing cost (based on costs of printing 100,000) will be noted. This is the information upon which the focus group members voted.
- Focus group comments will be listed under each item by location (Medicine Hat, Peace River, Nechi and Edmonton). All rankings will then be indicated. A breakdown of common messages will be summarized. Assumptions will be tested.
- Due to compressed timelines, the Working Group agreed that the Project Team composed of Alberta Health staff and the Design Team would make decisions on the final items based on the feedback of the focus testing. Again wherever possible, the decisions were based on the recommendations of the focus testing, but consideration was also made to combine items where considered appropriate. The rationale/recommendations for decisions are documented at the end of the discussion of each item.

  PLEASE NOTE:
  A preliminary review of the results of the focus testing process allowed for clear identification of eight items with a close fit to the Family Kit concept. These will be referred to in the comments throughout as **-SELECTED**
  Some items were modified and included later. Some of these will be referred to as "uncertain", or "to be rolled into item..." or were eventually included as a resource sheet.

- A letter and description of the 21 items was sent to focus group members (except Edmonton and Nechi)asking them to rate items ahead of the focus group session. (See Appendix)
- After completion of the rating or ranking of the kit items by the different focus groups, a series of questions was asked to gather additional information. The responses by the different groups are at the end of this section.

***A:* AMAZING GROWTH CHART**

This growth chart focuses on all aspects of child development—physical, mental and emotional. There would be lots of fun bits of information and places for photos of your children as they grow up. There will be spaces for dates, names and ages, plus a place to write in "The most Amazing thing since you last measured yourself". Included will be information on child development. For example: "When your child says his first words, they're sure to be interesting", "Little fingers this age will be into everything", this information will reflect the "wide range of normal" as your child develops. The Growth Chart will become a visual record of your children's development and a keepsake for the future.

Physical Description:
12" wide x 36" long, to be hung two feet off the floor and will reach five feet. It will be an attractive, colourful and durable piece that parents and children will be proud to have displayed on the wall.

Determinants: Child Development, Support
Print estimate: 15¢ each minimum

COMMENTS:

Medicine Hat:

- Likes having a place to write in to celebrate growth
- Son is interested in what he did as a baby, he asks questions, like the growth that he's made, not just in height but in other areas too.
- Good emphasis on the wide range of normal. Parents need to be reassured that "normal" is a broad concept.
- It's a good idea, an excellent keepsake for later on
- One had mentioned that she had a growth chart before and that it was the greatest thing.....being able to add things in is very important.
- My family would use this (x2)..it helps to focus on the positive things in our lives. This has benefits in looking at our child's growth as a family.
- Not only interesting and memorable for the parent, but also a terrific keepsake for the child.

Peace River (PR):

- If kids are small, it's nice because people worry if kids are growing at the right rate. Parents often wonder where they fit on the percentile.
- But if kids are tiny and are not growing at the rate that all the others are growing, the child may feel left out if they don't measure up.
- Some children don't grow and develop at the same age or at the same stage as others. Could cause disappointment.
- Need an average.
- Should be a tool
- If I had it hung up on the wall, I would remember to mark down her height more often. It would be a physical reminder for me.
- It's good. I'd use it.
- Each child is an individual, cannot be compared to the average child
- Other things you can do include: drawing a handprint, footprint.....at different intervals as they grow older
- Would be a keepsake for later on
- Do a clay print
- Japanese people make a memory by taking pictures and using cut hair to make a special brush; this is like that

Edmonton (ED):

- Nice for childhood development
- They grow so fast, it's nice to watch
- With 3 children, concern there'd be friction between development stages
- My child tore one down and the adhesive tore down the wallpaper
- I misplaced my chart
- Don't want a comparing game going on
- Thicker, so it doesn't rip
- Have kids writing their own comments
- My 11 yr. old would like to write on it
- Make sure it's tall enough, (6 ½ ft. tall at age 15)

Nechi/First Nation:

- Will it be made out of plastic, durable material?
- washable?
- what kind of pictures would you have on it?
- cool pictures of animals and plants
- animals, things kids would like.
- have a small unbreakable mirror for kissing self!

- how to store it if - you move or as you grow up and out if the growth chart.
- It would be nice to be able to show it to their kids.
- Will it be erasable?
- What will it be made of?
- Will there be pictures on it?
- Important that it's durable and could fold and store as an heirloom piece
- No Opinion
- I don't have an opinion
- This is really good idea
- What would make it useful?
- I love it. Both my kids have had charts, That's a real thrill for him. It not only speaks of physical but emotional growth. Positive is really healthy. Achievement.
- Very interesting. I had one when I was young. My little girls are asking what I did, or was like.
- Calm nice pictures.
- How long will it last?
- Can you store it away when moving?
- This helps them to know they are growing everyday and things they have said when they spoke their first words.
- Durability is so important so material is important
- It is a good idea, brings the kids self esteem up.
- Make it plastic.
- Make it colorful
- Memorable for the kids
- yes it would be good according to the age of my children. It would be *good to have it made out of plastic, wipeable. Interesting pictures.
- Be interesting so that they could see their own growth

Amazing Growth Chart Rankings:
M.H: 1,2,2,5,10 (rated from #1 - #21)
P.R: 1, 7, 10,14,17 (rated from #1 - #21)
ED: 1,1,2,3,3,3,4,4 (rated from 1 - 7)
Nechi: 1, 2, 4, 1, 1, 1, 1, 1, 1, 1, 1, 2, 2, 3, (rated from 1 - 4)

Common Themes or Major Discrepancies:
- appreciation of wide range of normal
- this celebrates growth
- will be good keepsake
- emphasis on durability

Assumptions/Recommendations SELECTED
- wide endorsement
- emphasis on wide range of normal appreciated
- regarded as a potential heirloom (longevity of concept)
- large visible item
- project shared by parent(s) and children

Recommend:
- take into consideration:
- some children don't develop @ the same age or stages as others, ensure there's no conflict or disappointment with siblings
- durability is important
- include space where child can draw their hand print through growth stages (this could be space prohibitive)

B: Balancing Work and Family

This will look like a fun newsletter with interactive items for both parent and child. It will include quick tips on time-saving, making the transition from work to home and how to streamline the breakfast rush-hour. Quiz's for children will help them understand what parents do and why they need to work. It will also include tips on how to explain to your children what are appropriate phone calls at work to help avoid false emergencies.

Physical Description:

11" x 17" folded to 8 ½" x 11", the newsletter will be four pages of fun activity and tips that will be referred to often.

Print estimate: 9¢ each minimum

Determinants: Coping, Work, Support

COMMENTS:

Medicine Hat:

- Important to have
- Appropriate phone calls would be helpful
- A good learning tool for both the parent and the child
- Sounds interesting
- Would not use it currently as I am home with my children (x2)
- Benefits all involved
- Onus must also be on parents to set rules for their children regarding phone calls to work.
- Very important for a child, i.e. Role in helping out. Parents can always use tips.

Peace River (P.R):

- If you are a stay at home mom, this wouldn't work *May be appropriate for her husband though.
- Could use tips on what a stay at home mom could do for her own free time (x2)i.e.). While child is busy at the table, or napping.
- Bath time is very important for her husband to spend time with the kids
- Any time saver is good (x2).
- It's helpful to hear new views or ideas to try when it is a time that does not flow well.
- Not good

Edmonton (ED):

- My kids will have to understand why I can't spend as much time with them
- I'd use this more than a book
- Breakfast is chaotic - ideas would be helpful, when/when not to phone is extremely important
- I had a friend who was writing a mid-term and her daughter called during the exam asking to borrow a sweater
- Seems more time consuming to read - need to know how to get kids to finish breakfast and get to school on time
- Need to learn to balance my time
- Little to old for my kids right now - I'm only gone two days (kids are 1 and 3)
- We get a zillion flyers in the mail
- My kids know why I'm going to work - they know I'll be there when I get off work - they're not to call
- We're not in need of it - I'm at home and they understand dad works
- I'm at home all the time and my kids are older
- Explain to kids of all ages why they have to go to the baby-sitter or daycare and why their sister can't baby-sit (she's in school)

Nechi/First Nation

- Newsletter is it sent out quarterly -No, one single issue.
- could it be annually updated?
- would have to be age appropriate (ie. grandson would probably eat)
- no comments cause my kids understand why I need to work
- may be helpful to set everyone's schedules
- Interesting -my kids are always asking me question.
- mom has to do this to support your help.
- Not useful-my kids are older
- could add in a schedule to know where they are, where they are planning to go this week -other than that-useless
- age appropriate in terms of understanding
- I don't see it as useful -depending on what articles are in the newsletter-annual, quarterly, this happening at the library.
- It will help the children know phone numbers in case of emergency. They need to know this at an early age.

Balancing Work and Family Rankings:
M.H: 3,12,14,19,
P.R: 1,1,4,8,17
ED: 1,3,4,4,5,6,7,7
Nechi: 3, 2, 4 1, 1, 1, 1, 2, 3, 3, 3, 3, 1,

Common Themes or Major Discrepancies:

- would look to it for useful tips and information
- many found it not a priority piece, some good information. but not imperative

Assumptions/Recommendations NOT SELECTED

- helpful tips and information can be rolled into other selected items in the form of reference information.

C: Book of Good For Nothing Ideas

Not just child's play, this book is designed to teach children many skills, help stretch their imagination, enhance their coordination and entertain themselves, their siblings and their parent(s). It's a collection of fun, FREE things to do inside or outside, rain or shine. The book will feature activities, craft projects using materials found around home, puzzles, and silly games. The booklet will also include ideas for "free" outings for families.

Physical Description: Maximum 30 pages, 8 ½" x 11"

Print estimate: 15¢ each minimum

Determinants: Child Development, Coping, Income

COMMENTS:

Medicine Hat:

- Really like it, am not crafty....gives ideas to do little things which would be awesome
- Like idea of free outings because it is always a question of expense to be able to do things.
- Reminds you that the best things in a family's life are free (children spend too much time at the computer or the T. V. now a days. Before they did not have that to entertain them but now there's constant entertainment on T. V. It's a chore now to find things to entertain children. They have lost the ability to entertain themselves. Anything that will help teach children how to entertain themselves and others would be of some benefit....because children are much too dependent on outside influences.
- I love this idea
- I like that it is a book form-easy storage and access
- Great to expand our activities and ideas as well as low cost
- Would use this
- Fantastic, not enough children have imagination these days
- Parents/children need to do things together. Children also need to be able to do things on their own as well.
- Best idea in the package

Peace River

- Liked it.
- Have already come across something like this where you can send away for something that's free. There are all kinds of neat and fun things. Could have things that the child could learn about.
- Good reminders of low cost ideas are always helpful. Too often we forget about free things to do. Good to have time spent together with family, enjoying each together and learning more about each other.
- We have lots of books
- Could it be geared for different age groups? (x2)
- Need pictures
- Bring the family together if there are things that the family can do.
- Could do things with the older and the younger kids.
- What could you have to keep the very young kids entertained?

Edmonton:

- Lots of ideas - always need them
- Helps avoid the "I'm bored" syndrome
- Always looking for ideas that are free
- We get activity books already - we're never bored - maybe when they're older
- They're never bored - scouts etc.
- What age group does it cover?
- Crafts projects using stuff around the house - good idea

Nechi/First Nation:

- Free outings-what are there? ie. free coupon
- good may have tour days
- Age appropriate-what is available for older teenagers to do?
- they do still need to be entertained
- ideas for older teenagers?
- I like it and I like the idea of recycling and free outings something for older teens
- this would be a good thing for parent especially when your budget is low and you don't have the extra money to spend.
- A very good idea and plus a money saver for the whole family
- It would have to be age appropriate.
- This would be very interesting for both parents and children
- sounds great and I love the idea of recycling and the no expense outings
- ideas are great, some families need to go out once in a while.
- Most children between 4 - 9 years of age are willing to do activities.

Book of Good For Nothing Ideas Rankings:
M.H: 1,4,6,11
P.R: 2,5,7,13,16
ED: 1,1,1,2,2,5
Nechi: 1, 2, 3, 1,1, 1, 1, 2, 1, 1, 2, 2, 1,

Common Themes and Major Discrepancies:

- regarded as a source of ideas
- liked the low cost entertainment concept
- an activity the family could do together
- fun and interactive
- some concern about the emphasis on what seems to be the younger child

Assumptions/Recommendations SELECTED

- favourable response by all focus testing groups
- will form a major component of kit
- reinforces fun and family interaction
- strong child development, and togetherness component

Recommend

- ensure there are a good number of free outings/ideas
- have things children can do on their own.
- can you gear it to different age groups (i.e.:2)
- can you include things to keep the very young entertained?

(Move Fortune Teller Idea, Bookmark making and a simple treasure map into book)

D: Bookmark Making Ideas

An instruction sheet and bookmark-blanks will feature a quote: "Reading opens so many doors, but none more important than the door to learning" . Other information about the importance of reading with ideas on how to make and decorate bookmarks for giving as gifts.

Physical Description:

Two 8 ½" 11" sheets, the one for making the bookmarks is a heavier stock.

Determinants: Child Development, Coping

Print estimate: 4¢ each minimum

COMMENTS:

Medicine Hat:

- Good for self-esteem - through giving a home made personal gift.
- This is lower on the rating scale (x2)
- Like the other ideas better
- Reflects that reading is important (x2)
- Making the bookmark is too much for her child to do right now, she's too young
- Maybe you need to add more to it, not just reading
- Kids are too young to build a bookmark
- It's a simple task
- My child reads more than she plays, she loves books, but I don't think we'd use this.
- I like that it's a family craft and gift idea
- It allows positive interaction with the family.
- My children would probably destroy them.

Peace River

- Liked it, it was in the top 10
- Want her son to read
- Have done things like this before
- It's personal
- Connects with the family
- Reflects progress
- It's crafty, easy, and cheap
- Could have some that encourage the children to speak French. This is pertinent to young parents
- Could encourage you to stop reading at the point in the book where to bookmark is (if the book is too long).
- Ties in with books
- Great for gift giving
- Good idea
- I find reading important and anything that helps in making reading more fun is good.
- Reading is important to children to see parents reading as well as being read to. I think it is a good reminder of the benefits.

Edmonton:

- As a kit for kids to give as a gift
- My daughter loves books and reading and making her own book mark would be an incentive
- It's positive - reinforces the reading issue
- My son's only 1 ½, his books are only 8 pages long, he doesn't need a bookmark
- Bookmarks get lost, I dog-ear the page
- We give books as gifts, they come with a bookmark
- I like the little quotes " reading opens doors..."
- Or add, like "Homer Simpson says reading is cool"
- If it helps my child read books - it's active and they can take pride in it

Nechi/First Nation:

- I thought it was good as children like to be read to
- I'm not crazy about it, but I like the recycling
- I like the idea that if reinforces reading
- Gives kids opportunity to make their own gift
- Use old greeting cards
- colorful pictures
- this would be good for me, because my children are out of that learning stage
- they're starting to learn how to read and maybe it would interest them more to read
- because I would want to know, just in case I forgot
- this would encourage them to read and that is very useful in everyday life
- nice idea to reinforce the love of reading and also gives gift giving idea
- No. I am interested but I like to read.
- Yes, maybe add some tassels on the bookmarks as I notice children like them on their bookmarks, also make shiny stickers.
- It is important to help your child to read and to help them learn.
- As for myself, as a child I love to read and I think that it would be wonderful for my children to learn the fun of reading

Bookmark Making Ideas Rankings:
M.H: 10,15,18,21
P.R: 8,8,10,10,18
ED: 1,1,2,3,4,6,7,7
Nechi: 2, 2, 4, 1, 1, 1, 1,3, 2, 4, 2, 2, 2,

Common Themes:

- positive emphasis on reading
- appreciation of gift giving concept
- liked the craft making component

Assumptions/Recommendations: (ROLL INTO ITEM C book of Good For Nothing Ideas)

- low cost item
- positively received

E: Building a Support Network Tip Sheet
A list of 10-20 ideas that a person could undertake to build/expand their social support network. Ideas include joining baby-sitting co-ops, attending community functions or block parties, hosting and attending potluck suppers. Information on how to find self-help and support groups, and what community resource centers have to offer.

Physical Description:
8 ½" x 11", double sided

Print estimate: 4¢ each minimum

Determinants: Support, Coping

COMMENTS:
Medicine Hat:

- Thought this was a very good idea for families who were relocating to another area where they had no family or friends(x3)
- Personally she would not use it because she already had a good support system (x2).
- Can develop a positive relationship within the community, build support for self if needed.
- Not too sure about this one. Not the baby-sitting co-op, but here sounds interesting.
- Good for younger parents-less familiar with community and facilities.

Peace River

- Liked this one a lot. Great idea. Big time Yes!
- In the city it is very impersonal and I was isolated
- Sometimes you are stuck for a baby-sitter
- It's a way of keeping you connected to other human beings
- Would have been a big help to know of low income housing, financial support before
- One mother stated she knew nothing about this before, it was very frustrating and discouraging.
- It's family oriented
- Reliable for baby-sitters and good for play groups.
- Know your neighbors. Networks are important and very good to have
- Baby-sitting co-op is very important (x2)
- Should have a list of people you can start with
- One mom in particular and chooses only French baby-sitters.
- With the co-op you can ask for referrals or recommendations
- You know they are reliable for your kids.
- I don't think I would use this, I have a good support network and am not likely to join several groups.

Edmonton:

- Concentration of information - all in one place - a way to stay organized
- As a single-parent, I don't have a social life - I need a way to have fun without going to the bar
- I came here three years. ago, I had nobody, it was tough, it would've been helpful to know what's in my community
- It has less value if you're already involved
- I've lived in the same neighbourhood and have a strong network
- I'm established but I need a network - where girl guides are etc.
- No value for me, my kids are older
- For those that require it, it's good but my church always provides support wherever I move

Building A Support Network Rankings
M.H: 11.16.17.19
P.R: 2,2,4,16,21
ED: 1,2,2,4,5,7,7

Summary Comparisons:

- responses mixed
- some felt it a helpful tool for those unfamiliar to the community, while others felt they had the resources and this was not an issue.

Assumptions/Recommendations NOT SELECTED

- it was felt this was a more local issue, and one which the RHAs may wish to take advantage of providing relevant information about the community and the resources available.
- Tips on info will be included in resource Tip Sheets

F: **Bug Box**
This is an item that helps children address what's "bugging" them and how to deal with it. It comes with simple instructions on how to build the box out of an old greeting card or cereal box. At the end of each day, if there's something worrying or bothering the child, it can be written down by the parent (or child if he's capable) on a piece of paper that goes into the box. At the end of the week the box is opened, each "bug" is unfolded to see if it still is "bugging" them, if so, it's an opportunity to discuss things that may be bothering the child.
This is an easy teaching method for children to learn to cope, to deal with stress and can be done at a very early age.

Physical Description:
8 ½" x 11" colourful, fun instruction piece

Print estimate: 5¢ each minimum

Determinants: Child Development, Coping

COMMENTS:
Medicine Hat:
- Neat, funny
- Really like it
- Excellent way to get the family to communicate, and to talk problems out or answer any questions.
- Excellent opportunities for family discussions. I love the idea. Builds trust and communication between family members. Promotes family, recognizing our feelings, excellent outlet for children.
- Great way to deal with situations that may arise. Doesn't seem like enough parents discuss problems openly with children. This is how a lot of built up anger occurs.
- It's non-threatening, don't have to think about it
- There's just a question as to why it's not opened until the end to the week, by then they may forget what's in it
- Although reviewing it at the end of the week does have some merit-could look at it and realize that now it doesn't bother me, it has been taken care of.
- Wow! To wait until the end of the week....that's along time for the little kid to wait
- If talking, child can express their feelings at 3 years, may be even at 7 years
- Better to deal with it immediately
- Depends on the age of the child
- Could you color code the sheets....i.e.) yellow, red etc. depending on what's bugging them
- Need to be more specific

Peace River:
- For older kids(x2).
- Cannot see me using it right now for the kids, but maybe for myself.
- Not a bad idea (x2)
- Sometimes it is easier to write down feelings then to be approached to open up

Edmonton:
- If we let it ride 'til the end of the week, we'll fight about it all over again
- Could probably use it but I don't like to leave things until later on
- It could raise the issue all over again
- Age is a consideration and the problem, it depends, I prefer to get it over with right away
- It's not a deterrent, it's a help for better communication, like if something is bugging them (a girl at school)
- It's for older children
- If you have a communication problem. it's a good thing to get you started
- Could be good with a partner
- Have it for spouses using it too

Bug Box Rankings:
M.H: 1,3,13,15
P.R: 2,3,13,15,19
ED: 3,3,4,4,5,6,7,7

Summary Comparisons:
- presents opportunities for family discussions.
- the waiting period may be too long for little children
- will raise the issue all over again

Assumptions/Recommendations **NOT SELECTED**
- difficult to set the controls and parameters to ensure that the concerns are effectively dealt with.

G: Food Fortune Teller

A finger game that reveals healthy eating habits of celebrities and children's heroes. Based on the four food groups. An example of one of the fortunes could be: Congratulations! you're drinking three glasses of milk a day and the calcium is making your bones grow strong (Just like Michael Jordan's).There will be eight "fortunes" revealed, two per food group.

Physical Description:

8 ½" x 11", a colourful sheet made of durable paper with instructions about how the child cuts it out and folds it into the game

Print estimate: 5¢ each minimum

Determinants: Child Development, Support

COMMENTS:

Medicine Hat:

- Didn't realize what this was until it was better described
- Would pick up healthy habits
- Concern about celebrity focus. They change so much.
- Food shouldn't be related to heroes. It's almost like rewarding positive behavior with candy.
- Could go to the extreme-hype him up and then find out he's done cocaine.
- Not useful to young kids.
- Could work more with older children. Would teach them proper eating habits. Parents should promote positive eating habits
- Would likely only use this once. Healthy eating habits begin at a very young age. Kids learn to eat healthy by growing up in this environment. I don't feel most kids would change their eating habits from a game but rather from family influence. Playing a game as a family is positive. Learn facts about healthy eating.
- Perhaps you could respond more with animation rather than with Michael Jordan
- Could still learn facts about milk
- I like the idea
- Does it have to focus just on food? What about behavior, exercise? Could you have a combination of food and proper lifestyle?
- Report stated that kids are sedentary, therefore they need reminders of what they can do about this. This game could portray that it's not just what you eat, but lifestyle as well

Peace River:

- Healthy eating habits-wouldn't be bad
- Using it as a game for younger kids would be OK
- Neat way to teach the concepts of healthy eating (x2), especially for a picky eater
- If you can convince them that other people are eating healthy foods, they may eat it too.
- Can you adapt to it?
- I don't think I would use this. Just not my kind of game. The benefit is that it may encourage children to eat some more healthy foods. Important to use good role models and familiar ones - one's within the family or friend circle
- Fun.

Edmonton:

- I'm having problems with my child eating, relating to a "star" might help
- My kids eat well except one, maybe if it was "Barney" or "Bugs Bunny"
- Mine couldn't care less about celebrities
- Yes, I make them out of construction paper then they're lost in five minutes
- It makes it fun for them
- Don't like it relating to celebrities, should compare, because someone else is doing it
- I don't like it, it's a waste of time

Food Fortune Teller Rankings:
M.H: 4,17,18,19
P.R: 5,5,15,16,20
ED: 2,3,4,4,7,7,7,7

Summary Comparisons:

- liked emphasis on healthy eating habits
- longevity of this is limited.
- potential problems identifying with celebrities

Assumptions/Recommendations **FOLD INTO ITEM C Book of Good for Nothing Ideas**

H: ID Tag and Important Numbers

Aimed at new parents, one side of this attachable tag features spaces to write your name address and phone number in case you misplace the diaper bag/purse. The reverse side contains space for important phone numbers such as pediatrician, regional health authorities, your friend that is a great sounding board and any appropriate 1-800 numbers.

Physical Description:

2" x 3" on durable stock, The card will come with a plastic cover for protection and is the size to fit into any luggage tag. It will also fit conveniently into a wallet.

Determinants: Support, coping

Print estimate: 5¢ each minimum

COMMENTS:

Medicine Hat:

- Good to have it handy but probably wouldn't use it
- Good for baby-sitter (x2)
- Important to have at all times, for younger or older kids
- Good if child gets lost
- For parents, it's good to have your name and number on it....but I don't think it's a good to have all that personal stuff on it in case you lose your bag i.e.). Your healthcare #, pediatrician #.....I don't want everyone to have those numbers
- I don't want it used for kids
- A stranger would know more about them than they should
- I would likely use this on my luggage
- The greatest benefit is easy access to important numbers
- Useful

Peace River:

- Could never write small enough on the cards to be legible
- People do this already. Can get this in the phone book and from emergency lines
- Not a priority
- Handy for emergency numbers
- Nice idea

Edmonton:

- My children always carry backpacks, I could sew it into the pack
- All children have individual health care numbers
- My kid puts his name on the outside of his pack with felt pen, it's like a billboard and I'm not comfortable with that I'd like to have the numbers in my wallet, with a piece of string, like a luggage tag
- My kids have all that information sewn into all their clothes
- ID. tag, like police, with thumbprint, identifying scars, and keep it current
- I could use a couple of them, for each kid and parents
- Don't like it being so accessible; It's too much personal information in one place

ID Tag and Important Numbers Rankings:

M.H: 7,14,7,21
P.R: 11,18,18,20,21
ED: 1,1,1,1,4,6,7,7

Summary Comparisons:

- though seen as positive it has its risks by making personal numbers available to others that should not have access to them.
- those parents who choose to do this already do so.

Assumptions/Recommendations **NOT SELECTED**

- basically considered a redundant piece

I: **Learn to Say No/Six Steps to Calmness**
A small wallet sized card that features 5 tips on taking control of your time on one side, and the six steps to calmness on the other. It becomes a good reminder; we need to know that people still love us even though we have said no.
It provides a simple and easy tool to draw upon when in the middle of stressful situations for an instant sense of empowerment can handle this", it's instant stress relief.

Physical Description:
2" x 3" on durable stock

Determinants: Coping, Work

Print estimate: 2.5¢ each minimum

COMMENTS:
Medicine Hat
- Important
- We could all use these little reminders.
- Good to hang on the fridge, put in the wallet, or in the car when driving (during my road rage)
- Good idea to keep yourself on track.
- I like the compact size
- Benefit is that it is a reminder to the self to take care of ourselves...to stay health and calm.

Peace River:
- Like this idea
- Need to know how to discipline, rather than yell
- Easy as 1-2-3
- Need to know that at 3 there is a consequence i.e.). Go to room for 10 min.
- Are you going to stop to find the card or read the card at a time in need?
- Could you make it into a fridge magnet? (x2) or a picture to hang up. I don't see myself opening up my wallet to find it, but if it were hanging up in a room, I would be more likely to read it.

Edmonton:
- I have a hard time saying "no"
- I need to be able to say "no"
- If I'm freaking out, I'm not going to take this out and read it
- I wouldn't read it 'til I calmed down, then it's too late
- The information can be of value
- Just another piece of paper
- I'm calm enough

Nechi/First Nation
- Where is my purse? I can just see me trying to find the card when I'm stressed out!
- Where is my wallet?-how are you going to find it?
- Ring on it to put on keys-so it would be handy to find
- Hole in card to put on key ring.
- Include information in the newsletter
- magnetic backing-knock out to put it on the fridge
- somewhere where it is accessible
- It wouldn't excite me
- when someone is arguing at you, can't imagine trying to find it when I'm stressed out, I can't even find my purse!
- no because you'd have to be pretty calm and patient to pull out your wallet size card (especially when you're upset and the other person is arguing with you because you said no.

- no can't imagine looking for it when I'm uptight but maybe a fridge magnet
- I really need this to control my anger and learn to calm down without getting mad. Perhaps a fridge magnet.
- Yes. Put ring on it for key holder. Easier accessible, or make a hole to put a hole on it so the person could put it on their key rings.
- It would be a very important reminder
- that is an excellent idea, not only useful for my children, but very useful for me.

Learn to Say No/Six Steps to Calmness Rankings:
M.H: 6,7,13,14
P.R: 3,14,14,15,21
ED: 1,4,6,7,7,7,7,7
Nechi: 4, 2, 4, 1, 1, 1, 4, 2, 4, 1, 2, 2, 1,

Summary Comparisons:
- the concept of providing information was good, however the vehicle for the information was not universally endorsed.

Assumptions/Recommendations **NOT SELECTED**
- combine these as a quick tip sheet with 1-800 numbers etc. -"as a resource SHEET"
- 6 steps -design it as a cut out to put on fridge
- single parent info. to be added.

J: Let Your Stress Fly Away:
A collection of paper airplane patterns with stress release messages printed on them. There will also be a place where the child/parent can write down a stress or worry and then let it fly away.

Physical Description:
Four styles of airplane, 8 ½" x 11" sheets, black ink showing folding lines and spaces to write in your worry

Determinants: Child Development, Coping

Print estimate: 2.5 ¢ each minimum

COMMENTS:
Medicine Hat:
- Terrific idea and fun as well which would definitely relieve some stress.
- Lowest on the list - wouldn't work for me. By just letting things go does not teach children how to address issues as they arise....you are not dealing with the issue
- Depends on the issue. It doesn't just go away that easily.
- Could do this after talking about it as part of a celebration.
- Look at different ways of handling it as long as it's not the sole tool for dealing with it.
- No, I don't feel that this would relieve my stress.
- May benefit a child-teaching them to let go of various worries.

Peace River:
- Liked it
- Son would like it, rather than have a fit, it would distract him
- Communication is an issue- this is a good way to communicate with the kids
- Good to have stress relievers on hand
- A lot of different methods would help
- 5-6 year old is are very verbal. He would talk to me. This is a neat way to get the kids to talk. He would really like the airplane.
- I don't think this would help with young kids or adults

Edmonton:
- Are you going to keep them?
- Could poke his eye out
- They throw them all around and I have to pick them up
- Unrealistic
- I'm always picking up paper airplanes

Let Your Stress Fly Away Rankings:
M.H: 18,20,20,21
P.R: 1,4,11,19,19
ED: 6,6,7,7,7,7,7,7

Summary Comparisons:
- mixed response, the activity itself is good also for communication with parents, but the ability for it to be effective to release stress is in question.

Assumptions/Recommendations **NOT SELECTED (INCLUDE IN ITEM C Book of Good for Nothing Ideas just as airplane design ideas)**

include IN a good for nothing book of ideas just as airplane design ideas.

K: Let's Get Cooking Book

A cookbook for adults and children to use together with great quick to prepare recipes including breakfasts, brown bag lunches, healthy snacks and speedy suppers. These would be simple recipes with the ingredients listed both in written form and with colourful symbols. Recipes chosen will have a maximum of five ingredients. The book will also include time-saving tips and information on nutrition.

The book will address several areas in its interactive nature. It will help children learn to become more responsible by slowly teaching them to cook and may help increase confidence. It also provides quality time with parent(s) and sibling(s).

Physical Description:

5 ½" x 8 ½" booklet or recipe cards (with tips on tie back), a maximum of 20 cards or 10 pages.

Determinants: Coping, Child Development, Income

Print estimate: 29¢ each minimum (cost now higher as is 28 page plus cover and full color)

COMMENTS:

Medicine Hat:

- Really thought it was neat
- Excellent idea/family tool
- Wish I had one. I have to throw something together usually quite quickly. It would be great if it was nutritious and fast
- Great way to have kids help you as they get older
- Simple is the key word
- Good for relationship building. You can be talking as well as working
- A great "quality time" activity as well as teaches life skills.
- Its very important for the parent/child to do things together and what a better way : cooking. Enables parent to spend time with child while doing work that is a necessity.
- I like the idea of easy recipes, child focused. Benefits are doing positive activities with our children. If they understand the recipe it really gives them a boost.

Peace River:

- Good idea (x2)
- I like baking and cooking with my daughter. It would be great for her to look at recipes and see pictures of what we need to make something i.e.)butter
- Time spent together. The child feels food about themselves and they learn something as well.
- Good for different ideas for lunches
- Simple, appealing and easy for kids.

Edmonton:

- Gets children involved
- Like the idea there's only five ingredients
- Keeps child entertained
- Positive, geared towards kids at supper
- We don't eat much meat
- My wife doesn't want me in the kitchen
- He's young yet (X2)
- Could help out with my problem eater
- My son doesn't like spaghetti unless he makes the sauce, If I do, he won't eat it
- A booklet would be better - coil bound (all liked booklet best over recipe cards)
- Make it splatter proof

Nechi/First Nation:

- kitchen safety tips to be included
- pass it on to children

- we take a lot of our actions for granted
- cleaning tips
- to save food
- hints for storage, how long it would last
- plastic covered because kids are not clean-messy
- cleaning and storing tips
- it would help the children to learn how to be independent and especially when the parents are not there (when they have to cook for themselves)
- maybe safety tips for cooking, stoves, knives, clothing
- yes spending time with the kids is important, plus I want to learn how to cook for kids and I like the snacks part. Safety cleaning tips helpful.
- I'd use it if I needed it, but I don't at this time.
- At least to something quick and easy
- that is a good idea for family to spend with one another and also have fun

Let's Get Cooking Book Rankings:
M.H: 1,3,4,5
P.R: 1,3,3,,4,64,6
ED: 1,1,1,2,2,2,4 and 6
Nechi: 2, 2, 4, 1, 1, 1, 1, 1, 2, 2, 3, 2, 2,

Summary Comparisons:
- general consensus good idea
- simple, fast, interactive, child focus
- helpful too

Assumptions/Recommendations **SELECTED**
- nutritious + fast
- try to stay to the 5 ingredients (w/pictures of ingredients)
- (include kitchen safety tips, quick cleaning tips)
- (combine ideas from Making Mealtime family time)
- (tips of proper saving of food-storage)

L: Making Mealtime Family Time

A fact sheet on why it is important to eat together. Meal times also a chance to get together, a time to express what you appreciate about each other, to share feelings, to learn to communicate effectively and how to be a good listener. It may contain suggestions for different topics for discussion; What made you happy today? What were you feeling when "x" happened to you? The fact sheet will also include tips to get the family involved with mealtime, for example: A four-year-old can help by setting the table, a three-year-old can be included by tearing lettuce or crumbling crackers into soup.
The quick tips will reinforce a sense of family, teamwork and support.

Physical Description:
8 ½" x 11" (letter size), will fit nicely inside the kitchen cupboard.

Determinants: Child Development, Coping

Print estimate: 4.5¢ each minimum

COMMENTS:

Medicine Hat::

- Thought it was a good reminder to make mealtime less stressful. It seems that mealtime is panicky at times
- A good endorsement.
- We would utilize this. Families seem to need a reminder of how to stay closer and function together. Benefits are numerous...family time spent together positively. The rewards of this are endless.
- The letter size is good. It can be put in a place as a reminder to get focused
- I like it. It seems that we are running in different directions all of the time. This would be the one time when every one is together.
- Nice idea. Probably wouldn't use it to the fullest extent. This is something we are already engaging in.

Peace River:

- This is the place where we laugh a lot. It's nice to end this way after a busy day. This is something we try to do on a regular basis. Reinforces mealtime.
- Important for bonding. (x2)
- This is the best time and quality time for our family for when we are able.
- We are already doing this. It is of great benefit. Children enjoy being a part of doing , helping and working with adults. It's important to just socialize with each other during supper, not to interrogate but to share.
- I work till 2100h. Therefore, there is no particular time that we get together.
- It should be what you make of your time. It's not when you spend it but how you spend it.
- Have family time once a week. Do a walk about.
- Don't be as specific. Don't just emphasize mealtime.
- It's what you do with your time. Quality time could involve 10-20 minutes
- Opportunities for quality time occur at different times for different people i.e.)
- Saturdays are family days. It all depends on the situation.

Edmonton:

- I like the idea of being involved with my family - I want to be able to get inside their heads
- Include good conversation starters
- Tips on helping keep the kids busy
- If it was there, I'd use it
- I always do this
- I can't be there at mealtime, so I don't want a book around saying "mealtime is family time"

Making Mealtime Family Time Rankings:
M.H: 4,6,8,13
P.R: 5,6,6,7,12
ED: 1,3,4,4,6,7,7,7

Summary Comparisons:

- the concept is one that many are already practicing.
- some felt that "family time" occurs at other times too.

Assumptions/Recommendations NOT SELECTED (FOLDED INTO ITEM K - Cookbook)

M: The Money Planner
A work sheet on budgeting. Allows parent(s) to figure out where the money goes and what is required on a monthly basis. The sheet is a step-by-step process that also includes tips.
This will provide the skills to financial planning for the parent(s), their family and their future.
Physical Description:
Two 8 ½" x 11" pages

Determinants: Income, Coping

Print estimate: 10¢ each minimum

COMMENTS:
Medicine Hat:
- Very good. Something I could use.
- Excellent.
- We are currently doing this.
- Something is always changing i.e.). Daycare price is increasing....so you'll have to re budget. Helps people look at finances.
- Is there any way that you can involve the children in budgeting?
- Need to show them why they cannot have the Nintendo or the trip to Disneyland
- Children take everything for granted. Need to involve the children.
- It would be beneficial to have the family work on a monthly money planner i.e.). So that they would be able to eat at McDonald's on the weekend
- In general, people seem to struggle with finances, therefore I like a work sheet. Benefits are seeing where our money goes. We become more conscience of our spending if we are documenting it.

Peace River:
- I hate these things. Causes big fights in my family
- Write it down and plan it, but don't follow it.
- For some people it's really important. It's just not me
- How can you plan it?
- It's stressful if you live from paycheck to paycheck
- It's not a priority
- Ways to talk about money would be useful. I.e.). I'm impulsive and she's conservative.
- Need ways to look at big/small ticket items i.e.). If it's over $100.00 you need to talk to your spouse before purchasing it.
- Find simple ways to help couples to talk about better spending ways.
- Planning for the future
- I hate budgets.
- I don't budget-have tried many times to physically keep track of money but can't. It is would be helpful if I could acquire this skill because there usually is money that I don't know where it went.
- Depends on the person
- I'd rather do something now, in the present
- It is a touchy subject.
- Good
- Marriage courses talk about budget planning.

Edmonton:
- Yes, I'd try it, I'd use it
- Make it step-by-step, keep it simple
- Helps you to see what you've done with your money
- Must be simple
- Yearly, not just monthly
- A magnet for the fridge, or a white board

- Need to compare, month to month
- I'd like it on the fridge
- Tear off pages, but attached to the fridge
- If it's not in front of us, it's not going to get done
- With envelopes, a place to put receipts by month
- A binder or envelopes with a closure
- My parents use a calendar and staple a sheet behind each month

Nechi/First Nation:
- you can sure see how money goes and know where it goes
- teaches you stretch your paycheck and not kiss it goodbye
- used to get $1,700 in one day and it would be gone the next.
- great teaching for young people
- teaches how to plan for proper entertainment
- spending too much money ie. movie and snacks is expensive
- I can't see myself using this
- It wouldn't be great to teach young people
- helpful to spend $ wisely
- To help people to budget better
- Children need to know @ an early age the value of $ something to teach children also
- How to plan resourceful entertainment
- provide tips on the ways people most often waste their money
- good because it would learn you and the children ho to manage and budget your money
- How to not fritter the money away
- great for young people
- money saving tips
- Definitely. I need to know where my money goes and to have a guide like that would be very helpful.
- It would help you save and to help spend your money wisely
- very good and my boy friend and I tend to spend more than we really can afford

The Money Planner Rankings:
M.H: 1,2,2,3,5
P.R: 6,7,12,19,21
ED: 2,2,2,2,5,5,5,7
Nechi: 2, 2, 3, 1, 1, 1, 1, 2, 3, 1, 1, 2, 2,

Summary Comparisons:
- general consensus this is a positive item
- general agreement the concept should be simple and not complex
- suggestion for different money saving methods/ideas endorsed.

Assumptions/Recommendations **SELECTED**
- keep it simple + straightforward
- hints on kids tips value for money
- show/include ways people most often waist money
- How to plan for proper entertainment $2.50 Tuesdays, $O.99 Video rentals
- children need to know the value of money @ an early age
- find simple ways to help couples to talk about better spending habits
- addresses finance determinant

N: Our Time Stamps
This would be a sheet of stamps that would have "Our Time" printed on them. After you and your family have set times to be together, you would take one sticker and put it on the calendar and put one in your daytimer as a reminder about the things you'll be doing together. It could be done at the beginning of every month, the family sits down together and selects days and times they will block off as "Our Time". It becomes a priority for each family member to "book" the time and provides the family with something to look forward to each week. "Our Time" can be as simple as dinner together.

Physical Description:
Postage stamp size, with a place to write in date and time

Determinants: Child Development, Coping
Print estimate: 26¢ each minimum

COMMENTS:
Medicine Hat

- Neat, important for kids to pick specific times for things
- As long as it's a guideline but not the law
- Helpful, yes
- What if there were 3 stamps on one spot?
- Teaches children about compromise
- Really important for husband and wife who spend a lot of time with children
- Important as kids get older, it's your time to go with Dad (x2). Allows child to have access to Dad
- I like the planning of something special however I also believe we should be spontaneous at times. Each family member will realize their importance as well as others-promote respect for each other and their time and space.
- When you never set aside time together as a family. Better to do this when doing nothing about it
- For one mom who's husband works out of town for 3 weeks at a time, it would not work for them. Perhaps when daughter is older it would be OK
- Would not be useful for me at this time.

Peace River:

- Sounds good but would I do it?
- I'm spontaneous
- Sets your schedule
- If I know there is something I have to do, it may force me to do it.
- I don't like it. I can't plan ahead. I.e.). Husband is on call. Could try it on slower time. When you have time at home.
- I'd be moving the stickers
- Would feel guilty if you cannot find time together.
- Make a conscious effort.
- Don't need to do it. For 20 min. we play with the kids together.
- What does "our time" mean?
- Would be good to encourage time spent together.
- This is special time. Our family time together. Setting goals as a family together.
- When we can find time together and are all available.
- I really like this idea. It's great to have special us days where the day is just fun for all.
- When kids are older. It is a good idea.
- If I tell them I'll do it, we'll do it.
- It's a reminder to do it.
- May not have to put it on a day
- Does not have to be spatial

Edmonton:

- Nowadays you almost need to book time - I'd use it
- I already do that, I write it down, but it would be good for my children to do
- We already have family time
- It's already in place (x2)

Our Time Stamp Rankings:
M.H: 7,8,17,16
P.R: 2,6,11,12,20
ED: 1,3,4,6,6,7,7,7

Summary Comparisons:

- mixed response.
- the principle is endorsed but concern expressed that implementing it could take away spontaneity or lead to disappointment if unable to keep.

Assumptions/Recommendations **NOT SELECTED**

O: Smart Shopping List
A note pad to be used as a shopping list. On the edges of each sheet are shopping tips such as: Look for family discount days, you may be able to get 10% off your total bill. There will also be information on cost, taste and health effective food substitutions i.e. yogurt is a tasty and healthy substitute for sour cream.
Physical Description:
4" x 5 ½" padded into 50s.

Determinants: Income, coping

Print estimate: 50¢ each minimum

COMMENTS:
Medicine Hat:
- I could use this. I am a very poor shopper...whatever I see, I put in the cart. It is not the best because I buy snacks. I do a better job when I make a list
- I like it. Everyone could use it, if you had it you would use it
- I like the convenience of one shopping list pad, it's more organized.
- Terrific, interesting and very valuable.

Peace River:
- Liked it
- I'd use it
- I'd try to use it
- Important to know that coupons won't always give you a better deal
- Using a shopping list is my way of using a budget
- I like to grocery shop
- I like finding bargains. If I can get double for the price, I'll buy it.
- The list is nice for the general idea, but it doesn't always work.
- It might remind me of healthier foods or ideas to try with food(for meals and snacks).

Edmonton:
- It's just another piece of paper
- I shop with a list
- I'd use it
- We use a white board, then transfer it to paper
- It would help me keep track of it throughout the week
- It's a reminder to check
- I like to stockpile
- The name "shopping list" It might encourage us to take it
- Size is important - small
- Perforate so list can be bigger
- I'd like it with items printed on it (bread, milk, etc.) and others blank
- I like the healthy tips - a different idea
- "Beans have as much protein as steak"

Nechi/First Nation:
- good idea, as for myself, I shop very wisely already.
- it would be very helpful
- give column where you can check off if you have a coupon
- How much writing space would that give you if there's a tip on the bottom?
- Nice to have an attractive and useful note pad is exceptional, if you work all day and usually don't do shopping until you go home
- For budgeting, for shopping -I choose the cheaper things anyway.
- I wouldn't use it.

- Nutrition-smart eating
- cheaper foods that are good
- I love lists/live for lists
- coordinate with different health months-heart month-foods that are good, low cholesterol
- fruits/vegetable that have peak season would be cheaper then
- section for listing your coupons
- have a pocket to keep coupons in
- don't' forget your coupons tip
- yes it would remind you to save and clip your coupons
- as a parent of a young family I forget easily when I go shopping especially with my kids.

Smart Shopping List Rankings:
M.H: 9,9,11,12
P.R: 3,9,13,15,17
ED: 1,2,2,3,3,4,7,7
Nechi: 4, 2, 3, 1, 1, 1, 1, 4, 2, 1, 2, 2, 2, 2,

Summary Comparisons:
- general consensus that this item would be useful and used.

Assumptions/Recommendations **SELECTED**
- try to reduce the cost of this piece
- also print some basic items ie. bread, milk, eggs, bread
- add healthy tips -healthy substitutions

P: Treasure Map

A fun tool for children to learn about setting priorities, making a plan and reaching a goal. Parents and children will each choose a goal of their choice, (it could be: a special toy; a book; a new pair of shoes; a weekend away ;or a dinner out) and then chart the financial pathway to achieving their goal. Both parent and child will follow separate trails on the map. They will determine the necessary steps needed to get to the treasure. Whether it is saving a portion of allowance money, earning additional money by doing extra chores at home or around the neighbourhood, or cashing-in pop bottles. These achievements will be noted as stages along the trail.

Physical Description:

A large sheet of paper (20" x 25"), folded into four. A colourful, fun trail with fill-in-the-information places along the way. Each map will allow for one goal for one child and one goal for a parent. We are suggesting three maps be included in each kit.

Determinants: Child Development, Income

Print estimate: 20¢ each minimum

COMMENTS:

Medicine Hat:

- Good if planning a big family event
- Useful and motivating. It's a good behavioral management tool. Could use it now with son for picking up his toys
- Great idea, excellent for kids to strive and work toward achieving a goal. Sets realistic goals.
- My child is too young. But this would be an excellent learning tool. I think it's important for children to strive for a goal and then have the enjoyment of achievement.
- I like the idea of parent and child goals so they realize how a family must work together to make things work. Work as a team.
- Good but would parents play it out and follow through on it
- Maybe if small rewards were given along the way
- It's validating. But working towards goals could be through a series of small rewards i.e.). Saving for Disneyland. Could give up half of your allowance towards the trip. You would get a sticker or a toy car
- Goal could be small, (for toilet training) rather than for a trip
- Kids lose interest if goals are set too high (forget about it and move on)
- Need small consistent rewards
- Important for parents to build in on this
- This could work in with the money planner i.e.) going to McDonald's
- One husband stated that he was fortunate. His wife is a stay at home mom. Every Saturday, kids have to help out with the chores. They are rewarded for their chores by picking out a restaurant to eat at. Nowadays kids assume the reward will be coming. This is a result of an affluent society. We provide our child with these things because his friends have it. Helping him with budget planning would help him to budget. It would show him what he has to give up in order to go to McDonald's or to buy the Peter Pan movie
- Nothing works right now in his home. Kids are spoiled all the time. It's not a question of kids demanding it. He tries to potty train and give out stickers. But with budgeting, kids have no idea. They need to know that for mom and dad to but this, it is at the expense of this.
- You need a budget planner for kids. To participate in. It could be a game. Have it like the growth chart but in reverse. This could help to show the kids visually that there is no money left for what they want.
- Perhaps child could be part of the planning phase.

Peace River:

- Need to find means to treat yourself
- Need to find something to splurge yourself with i.e.) Go to the movies
- Good to go away, me and my husband i.e.) to eat and a movie
- Always have some extra money left over
- If you want something bad enough, you can always do it (e.g. smokers' always have money left over for cigarettes !!!)
- Good

Edmonton:

- Need a learning tool to see how close their getting
- An encouragement (x2)
- I'd put it on his bulletin board
- "I vacuumed the car and got money $"
- On the fridge
- Teaches the value that everything costs money
- My son would like to do this
- Older children would find this useful
- I'd like it for little things - we're planning to go to Disneyland - we're literally saving all our pennies - we could map this out together
- More as a laminated piece to use black pen on and then wash off so it can be reused again and again
- Put your own ideas on it
- I see a path with little blank spaces that you fill in
- Reusable

Nechi/First Nation:

- plastic board that can be wiped and erased
- dry erase board?
- attractive colors
- achievement as well as goals on the board you could make
- behavior goals/as well as financial
- I love it
- Male-doesn't like it
- finish what you start
- clean up after themselves
- place for 3 or 4 kids
- different age group
- different colours to map different goals
- would it be reusable or erasable?
- would I be able to hang on fridge or wall
- would you be able to have replacement kits?
- Yes children I love to learn new games and other interesting books, movies and outings
- maybe more maps
- chart behavior pathway not only financial pathway
- use dry erase board rather than throw away
- make age appropriate
- this seems financial situated

Treasure Map Rankings:
M.H: 1,6,8,12
P.R: 8,13,13,17,17,18
ED: 1,1,1,2,3,5,6,7
Nechi: 1, 2, 3, 1, 1, 1, 1, 1, 1, 2, 2, 3, 1,

Summary Comparisons:

- general endorsement
- some concern about implementation
- some parents already using the concept

Assumptions/Recommendations **NOT SELECTED**
(roll concept in to Item C. a playful treasure Map in Book of Good for Nothing Ideas)

Q: *You're Amazing* Fridge Magnet/Photo Frame

A fridge magnet with a center piece that pops out to allow a family photo to be inserted behind the magnet. The pop-out piece is also a magnet that has an inspiring message on it such as "*You're Amazing* and I love you".

It reinforces to parent(s) how amazing they are to have raised someone like this. It will provide dual inspiration as everyone goes to the fridge often.

Physical Description:

Will accommodate a 3 X 5 photo, brightly coloured and in an interesting shape

Determinants: Child Development

Print estimate: 63¢ each minimum

COMMENTS:

Medicine Hat:

- Don't need more of these. Cannot even see the fridge as it is
- Nice idea. Nice to display family pictures.

Peace River:

- Could always use another fridge magnet
- A washable writing board is good
- Would be nice to be able to write a quick note I.e.) This is what is happening today.
- I like the message. It's inspiring. It's reinforcing. It's positive. *You're Amazing*. I love you.
- Pictures of family are great for children to look at

Edmonton:

- I don't need any more
- I love them and collect them (x4)

***You're Amazing* Fridge Magnet/Photo Frame Rankings:**

M.H: 15,15,19,20
P.R: 5,8,11,14,20
ED: 1,1,1,1,2,2,3,6

Summary Comparisons:

- mixed response to the fridge magnet as well as photo concept

Assumptions/Recommendations **UNCERTAIN IF IT WILL BE SELECTED**

- delete the photo and insert *You're Amazing* Logo
- will it need to be as large if no photo, and will the cost drop.

In the introduction to the Kit (which will be in the Kit) relate it to "You're Already Amazing" - can magnet be stuck in this area with copy to suggest they put this magnet on the fridge to remind themselves about how amazing they are AND to remind them about the resources the kit offers.

R: *You're Amazing* Stickers

Stickers that are fun and easy for kids to apply. Given by parents as a positive reinforcement, when you see the child doing something you would like to acknowledge or for just for being "you". Stickers will have various supportive phrases like: "*You're Amazing*" or "I'm glad you're my child". The stickers will help children to build self esteem, a positive self image and inner strength.

Physical Description:

The colourful stickers will be in various sizes and shapes with a peel-off backing

Determinants: Child Development, coping

Print estimate: unknown at time of report

COMMENTS:

Medicine Hat:

- We use this now for potty training. It works well. The Dr.'s use it. It's fantastic. Kids are ecstatic when they receive them. It makes them look forward to getting it.
- Great idea. Children will often try their best when they are rewarded: brushing teeth.
- I like the whole concept i.e.). Self esteem, positive encouragement.
- A good tool
- Kids love stickers. This is a great positive reinforcement.

Peace River:

- like it
- Kids love them
- Put sticker in lunch box.- on the sandwich wrap.
- There's a poster called "98 Ways to say very good. It builds self-esteem. This could be a supplement to it.
- I don't usually use a reward type of system but I know that my daughter loves stickers.

Edmonton:

- Love stickers and anything that's personalized
- Everyone likes the "I'm really great" idea
- Have a place to put the stickers

Nechi/First Nation:

- I always wonder where the stickers are going to end up?
- fridges
- doors
- dressers
- Could you have a chat where you could stick them on?
- Scratch and sniff would be good idea
- Place to stick them
- Come in book?, Calendar?, Sheet?
- kids like to put stickers everywhere
- maybe to include a calendar type sheet of paper to put these stickers on
- I like this idea, but maybe a book or calendar could be added. This way the children could keep their stickers in the book or calendar
- you should be able to change them to magnetic instead
- yes because children love to be complimented. It brings out their self esteem. Maybe come with a sticker book or calendar
- great idea
- make a place to put the stickers

- my son loves these
- have a chart for stickers or calendar sheets
- yes definitely , it would be great

***You're Amazing* Stickers Rankings:**
M.H: 2,8,10,13
P.R: 4,7,16,19,21
ED: 1,1,1,1,3,4,7,7
Nechi: 1, 2, 3, 1, 1, 1, 1, 1, 1, 2, 2, 3, 1,

Summary Comparisons:
- general consensus that this item is good idea
- concern expressed about the stickers being placed in places that pose a problem

Assumptions/Recommendations **SELECTED**
- non-permanent glue or static stickers (less glue so easy to remove from walls etc.)
- use many different self esteem builders messages (As many parents wanted a sticker book included so sticker didn't end up everywhere)

S: Time Out-Baby-Sitting and Child Care Know - How
Information on how to set up a baby-sitting co-op or shared-care with your friends, neighbours and community. Other alternatives to child care, tips on helping your children cope with caregivers. How to get reliable, trusting child care and how to choose and train your caregiver.
Physical Description:
one 8 ½" x 11" sheet of tips, double sided, another sheet with the caregiver's outline

Determinants: Support, Coping

Print estimate: 3¢ each minimum

COMMENTS:
Medicine Hat:
- This is like the other one (network building), Important to build a support system around you if you're moving to a new community.
- No, this is different than the other one. It's more of a friendly neighborhood thing. Like car pooling. Have some of these in town already i.e.). Play groups, ton of fun-where mom's come in with their children and talk with other mom's about everything.
- Good for those who move around a lot.
- I would not utilize this as I already have it in place (x2). I think it's a good idea. A great benefit for people who do not have access to safe, healthy child care.
- I don't particularly care for it. "Trust" is a very big thing in my family.

Peace River:
- Good to have. Helpful.
- Should always treat yourself once a month. Every parent should have an outing.
- If cannot afford a baby-sitter-you could call somewhere else. The more choices you have, the better
- I'm lucky, we always have someone
- It you watch my kid, I'll watch yours
- With this, you could provide a checklist of what you need to ask your baby-sitter when interviewing her i.e.). Does she have CPR? How does she discipline? What kind of T. V. programs does she allow the kids to watch?
- Personally I would not use it. I have a child care background and will only leave my daughter with family or very close friends. It is important to know about child care and what should be expected and how to look for good care providers.

Edmonton:
- I'm part of a baby-sitting coop, it took a long time for me to be comfortable
- Great for new parents - so important to help
- Have signs of what to look for - how to read the caregiver
- We have four grandparents etc. so we have a big support group (x3)
- If I wanted to go out it would be nice to be able to track down a sitter
- Include important numbers, and tips like how to take care of a pot boiling over; If it had how to find a baby sitter, I'd change my ranking from a seven
- How to find a reliable sitter and a back-up, how much to pay them
- My son has special needs (heart problem)

Nechi/First Nation:
- have older children
- I have no use for it
- I've done all this already
- tangled for young parents just approaching this for the first time will this be a lifetime kit?
- Yes because every child has different wants and needs
- Sure, for tykes. Actually I would like this
- no, not right now, but it is a good idea to let others know how your children are

Time Out-Baby-Sitting /Child Care Know - How Rankings:
M.H: 11,12,16,20
P.R: 9,9,9,13,20
ED: 1,3,4,4,5,7,7,7
Nechi: 4, 2, 4, 1, 1, 1, 1, 3, 3, 2, 4, 2, 1

Summary Comparisons:
- general consensus the idea is a good one, but mixed response as to whether they would use it.

Assumptions/Recommendations **NOT SELECTED** **(Include in Resource Sheets)**

T: *You're Amazing* Feel Good Coupons

For use within family or close support network, these coupons would be good for hugs, snow shoveling, baby-sitting, cooking dinner, etc. It's a way for you to do good deeds and help yourself in the process. Some of these would be pre-printed with good deeds on them, others would be left blank.

These coupons are an effective way to illustrate that not everything is about money and gives all family members a chance to contribute and share.

Physical Description:

Two 8 ½" x 11" sheets, black ink only so they can be decorated individually

Determinants: Child Development, Support, Coping

Print estimate: 3¢ each minimum

COMMENTS;

Medicine Hat:

- I had some of these once, garbage never did get taken out
- It's a good idea though
- A lot of these are good ideas
- There's theory and then there is reality. May have coupon to shovel the snow, but when it snows and they don't want to shovel it how do you enforce it? (give them their coat, shoes etc.). Difficult to enforce.
- Would use when children are older. Also great for parents. However, it did not work in our family when we were grown up.
- We would not use them. Promotes healthy neighborhoods, working together, friendly environment.
- Perhaps if you used coupons like a barter i.e.). Mom will take out the garbage if she gets something in return. Johnny can watch one hour of T. V. if he does something in return
- How does this work? How do you get the certain jobs done? I.e.). Daycare-help with dishes. Mom decides when to use it. Fire bug- I had one once. It never did do anything. Never did get anything out fox it. It didn't work
- Encourages children to take initiative. Use it to reward children's initiative.
- Need a barter system though. Need some reward in it otherwise there will be no redemption of it. i .e.) If Johnny takes out the garbage he can log on to the internet. Perhaps there can even be a credit system set up.
- I never need a coupon to get a hug
- May be good for older kids
- Nice to teach them what would be a nice gesture for someone else.
- To appreciate giving, and not always getting
- Good reminders to do kind actions to others-usually when you help someone you are rewarded by feeling good that you could help.
- Idea of giving is a neat message Edmonton:
- We've made our own but having them on hand would be good
- I like putting notes in their lunches - it helps me (2 people changed their mind after that idea) That's a great idea for their lunches
- My kids are too young
- Good for kindergarten and up
- Good for a hug - once they can read
- With blanks, I could draw pictures on it if they can't read yet

Nechi:

- Excellent
- Good to give as gifts
- give them a hug

- children have lots of gifts to give us, society tells us it has to be monetary, this enables us to give away our God given gifts
- very good ideas
- I'd be interested in these because my kids like to be praised
- good for gifts
- It would be a sense of accomplishment for the children
- very helpful, especially when your learning to live positive

***You're Amazing* Feel Good Coupons Rankings:**
M.H: 9,10,14,16
P.R: 9,10,12,12,18
ED: 1,3,4,4,6,7,7,7
Nechi: 2, 4, 1, 3, 1, 4, 1, 2, 2, 1, 2,

Summary Comparisons:
- endorsed in principle, but the implementation around "collecting" on the IOU of the sticker may pose problems.
- as a positive gift giving concept it was appreciated.

Assumptions/Recommendations SELECTED
- visible reinforcement of the You're Amazing concept
- shows children the importance of giving and supporting
- teaches children that not everything in life relates to money and physical possessions (?)
- creative and "free" way of giving gifts/helping friends and family

U: Ways to Workplace Wellness

A tip sheet/self discovery quiz which helps you find ways to improve your daily working experience. Ideas for healthy at work activities like taking the stairs, stretching when you feel fatigue, and looking at work with a positive attitude and humour.

Physical Description:

8 ½" x 11", double sided

Print estimate: 4¢ each minimum

Determinants: Work, Coping

COMMENTS:

Medicine Hat

- What would you offer?
- This is a must for all offices (x2) and employees because there is too much stress and sickness on the job these days.
- I like the fact that it's on a sheet you can display in your office as a reminder to stay healthy. Benefits how we feel physically and mentally.
- It's a good idea, I am always interested in different ideas.
- Take 5 minutes: sit back and reflect. Order pizza with the other staff members every so often* Follow gut instincts

Peace River:

- Interested to see what information was. Positive attitude and humorous
- It would be great if we could have a day off whenever
- When we need days off, we could go to the park
- You could have the employees fill out a questionnaire. If they answer yes to 5 of the questions, they may need to take 1h off from work.
- Self evaluative days.
- Some things at work can be stressful to the point of being overwhelming. Good to know stress tips. Look at things from different perspectives, not to take things too seriously.

Edmonton:

- I'm into exercise - find a better way to incorporate
- Stretching when you're tired is helpful
- If I'm not having fun at work, I'm leaving
- If I was working, it would be of value
- We do a ritual everyday, we do a big stretch together, I wouldn't use it
- Need different ways to do things at home, I'd stick it on my computer
- How is all this stuff going to get on one sheet of paper?
- It's no good if it's stuff we already know

Nechi:

- Na!
- When busy @ work -you have to take time to read the card.
- Not necessary, tired
- yes the patience and humour sound good.
- It will be very helpful
- I am not sure

Ways to Workplace Wellness Rankings:

M.H: 5,7,9,18
P.R: 10,11,14,15,16,
ED: 2,3,4,5,6,7,7,7
Nechi: 4, 2, 3, 1, 3, 3, 4, 3, 4, 2, 2, 3

Summary Comparisons:

- general endorsement of the concept.

Assumptions/Recommendations **NOT SELECTED** (can be included in Resource Sheets)

- is one of the determinants

OTHER FOCUS TESTING QUESTIONS:

1). What do you look for when searching for ways to increase your family's health?

Medicine Hat:

- Role models: importance of weight T. V. can carry as an influence
- Need media to use it as a way to pass it around as a positive way
- Media plays such an important role as serving information today
- Province could establish a campaign to provide positive role models
- Media uses it to glorify negative things about culture and society i.e.).Smoking
- Use it to empower powerful role models i.e.). Participaction
- Agree with T. V. action
- Smoking child at 8 years: she would never had started smoking if it weren't for T. V.
- People magazine-advertising drugs
- There's some positive and some negative
- Spend too much time lecturing today (don't smoke, don't drink)
- People aren't paying attention to it
- It's cool for teenagers to rebel
- Embark on a role model i.e.). I don't smoke and I have a wonderful life
- Doctors and Health Nurses would make good role models
- Best to rely on who you know

Peace River:

- Time is a priority
- Talking to other people who are working full-time.
- Find out how they deal with their kids at school, if one is sick
- Building a social network is a priority
- Trial and error
- People give you tons of advice
- These packages are good for some people, but not ideal.
- Good to have that knowledge on hand.
- If this didn't work, this may
- Little things are helpful. If you know you are going to have a busy day, pack the lunch the night before. Time saving tips are good. Quick one-liners.

2). Where in your home would you keep this information?

Medicine Hat:

- Has to be where you spend time i.e.) not in the basement or on a bookshelf....maybe in the bathroom!
- Have to take information to the people
- Can't have them have to go and get it
- Have to make it very simple, very easy i.e.) Family First has a video and a I-800 number. It is designed to help families develop a positive lifestyle. Promote it by calling 1-800.
- Have to have it in the family room....where they spend most of their time
- Parent magazine takes 5-10 min. to read i.e.) potty training. Useful information that applies to you. Keep them as a reference.
- Some may keep it but not look at it again. i.e.). Communicable diseases-ideal for parents at the health unit
- Things would be scattered everywhere. Would find a spot everywhere in the house, wherever it's appropriate

Peace River:

- Wherever there is room

3). Who would benefit the most from this information?

Medicine Hat:
- Parents
- Depends on how you choose to apply it
- Children
- Everyone
- Depends on what thing you're working on
- If you can develop more cooperation-parents will benefit -vice versa
- Makes you evaluate lifestyle
- Even if you don't use it, you think about what you do, and how you can improve it.

Peace River:
- Me.
- Someone starting out, someone with kids for 10 years.
- It doesn't really matter how old you are.
- Make it for the general audience Edmonton:
  Everybody
  Helps us all
  For both parent and children
  For us

4). What do you like most about the kit? Why?

Medicine Hat:
- Bug Box (x2): kids tend to tune out and don't share. This is a neat way to express yourself
- Growth Chart (x2)
- Cook Book (x1): I'm not big in the kitchen. If something is fast and easy and nutritious and takes less than 1 hour, I like it.
- Treasure Map: things I can do to enhance son's growth, and decrease my stress i.e.). Setting the table
- Interactive things: had a hard time to prioritize between the parent and the child

Peace River:
- It's non-threatening
- Fun
- Adds to what you're doing
- It doesn't make you feel incompetent

5). What do you like least about the kit? Why?

Medicine Hat:
- Bookmark: It's blah. It would just be there
- The money planner: It's just parent oriented.
- Needs more of a family component, have kids more involved. It would increase their understanding

Peace River:
- It has nothing for the stay at home mom
- i.e.). Games for if you're always at home
- Games to help your kids put their toys away

- Stresses what you have that others don't
- Staying at home full-time is stressful. Try conversing with a 10 month old 24h/day, 7 days/week...You go nuts.

6). How does this kit reinforce how amazing you are as a parent or parents? If not, what can be done to make it do so?

Medicine Hat:
- ?Not sure of the question
- people feel a bit inadequate, never enough time, money, bodies, cars etc.
- anything that helps to reinforce parents that there is a wide range of normal is great
- support groups: when talking to other parents, it tends to make you feel better. I'm not crazy. It gives me positive reinforcement.
- Need to hear it from someone else
- Other people go through this, I can deal with it now

Peace River:
- To realize that some of these items I am already using
- To look at health as mental, physical, emotional.
- To add in different cultures

7). How does this kit increase or decrease your awareness of the many factors that influence you and your families health?

Medicine Hat only:
- Physically?
- Mentally: parents don't spend enough time with their kids. They put their kids in front of the TV
- Really like growth chart, spend time together
- Interaction: is a great way to participate.
- Doing it as a family, kids and mom and dad to participate if it's what they want to do
- Mentally stimulating: creative ideas i.e.). Growth chart: keeps you on track, creative
- Kid writes on the wall
- No one can lose with this kit: whether you choose to use it or not. You can provide them with it. If it's there for them, parents will use it.

8). What words describe this kit?

Edmonton only:
Wellness (x2)
Handy
Family activity pack
Togetherness
Whole Health - emotional, mental
Activity
Overall it's health

8). Which area(s) in your life need the most attention to help make you and your family healthier? Why?

Medicine Hat:
- ?don't understand the question
- focus information on family with younger children and progress to older children
- Need to include physical, interactive, nutrition and activity
- Common denominators: it's a growing thing: young family with babies
- Teenage daughters
- Potty-training/dating
- Adapt it to future family. Develop it for the family down the road.

- Communication is the key (most times there is a lack of communication and interaction).
- Key thing is the issues-how to deal with them. It is good if you have the information to deal with it
- If you have a way to deal with issues when kids are small, then you can deal with it when kids are older.
- Could there be a starting kit which is then supplemented as the kids grow older? (i.e..
- Baby, 4-5, 12-13 etc.).

Peace River:
- Spending more time with the family
- To be more efficient: to spend more quality time with the family

14). What age group would use this kit?

Peace River only
- 6-15 year olds.

15). What could you use for young child?

Peace River only
- Jolly jumper
- Walker
- Place mats- could play with kids. Use black and white flash cards. Not expensive

16). Which suggestions and games in this kit would you use? Or not use?

Medicine Hat:
- Any tool that rewards good behavior, right from wrong
- Interactive ones i.e.). Treasure map
- Benefit from togetherness
- Money management: helps to understand why they need to budget.

Peace River:
- Use: airplane
- Bug box (x2)
- Bookmark
- Yam stickers
- Fridge magnet
- Would choose these because they focus on the mental health aspects of health.(support systems x 2, games x2 and stickers)
- Would use walking as a stress reliever rather than the airplane idea
- Growth chart: would write things down if it's on the wall
- Our stamps
- Cookbook: child can participate. It's simple. She can recognize pictures
- Not use: Balancing work and family
- Building a support network
- Money planner
- Our time stamps
- Airplane and bug box (may use it in the future).

17). How would you package this kit?

Medicine Hat only:
- Put on end table beside couch
- Things taken out: all over the place

- Package must be manageable....can't be too bulky or big
- Could it be a board game/ game kit?
- Color code it: budget/money area is yellow, sharing is green etc.
- May have a bigger box to have everything in it initially
- Cookbook for example would find a place
- Maybe it doesn't need a package
- For one mother: she stated that it has got to remain in the box. It's got to be in one spot.
- Like the home health handbook: it should be color coded
- Could it be a bag? Depends on what's going in it....sheets, games
- This way you could still use the bag for going out on a free outing.
- This would be a good idea

18). What should the packaging be made of?

Peace River Only:
- A box with a lid
- A binder (x2). It would go with my books. It would last longer
- If collect articles, would keep them in there.
- One parent had something wrapped in a baby blanket once. She kept the blanket, but the loose paper went in the garbage. She may have read the information but thrown them out afterwards.
- If I had a binder I wouldn't throw it out. I don't want loose leaf sheets.

21). Where, how or by who(m) would you like to receive a family kit?

Medicine Hat:
- Health unit
- Hospital: once you have delivered the baby
- Problem with this is that you could use it even when the child is older
- Some may stash it away and never use it.
- Wait until they can benefit from it
- Nurses can help out
- 1-800 # call the line if you want it.....request it for when you need it
- commercial on T. V.
- if it's free, people will call for it.
- People respond in times of need. They are looking for an easy response
- Health Unit: don't just give it out to everyone
- When take child for immunization shots: this would be useful and available
- Have to develop awareness, increase demand
- Distribute it on demand,
- It's a good idea at the time
- It's free
- If people have to physically go after it: it has more value (x2)
- May even have the 1-800 # at the health unit
- Establish awareness
- Create a feeling of need
- If it's free, give them a call, and they'll send it out today
- I would use it once it was at home
- Some things I wouldn't use: due to the child's age,
- Therefore there are only specific things I would use

Peace River:
- By monthly installments
- Could you receive one concept a month?
-

- If you receive it all at once, it may be overwhelming.
  e.g. Receive nutrition package during dental nutrition month.
- Make connection relevant to the season.
- Through the mail (x2) not the hospital
- Dr.'s clinic-at the 2 week check up
- Health nurse
- Need to trust who you are getting it from
- Need different ways to get it and at different times. i.e.). When kids are in school
- At a community event (But what about people that do not attend).
- Could advertise by a postcard through mail, internet, media, T. V. , article in the paper, community channel(website limits lower income families and some of these channels only pertain to local city areas, not the whole province).
- The problem is that everyone is trying to get someone to promote something Edmonton:
- Shopping Centre, IGA/Safeway
- Somewhere everyone can get to or get at
- Health Clinic
- Community Centre
- number on a coupon
- If you really want it, you'll call
- I see a coupon working, if it's in a store
- Schools
- Drug Stores
- Medical/Health Centres
- Day homes could get the coupon
- Places where you take your kids
- Playground
- Recreation Centres
- Libraries in the Children's Section
- Coupon via your family allowance cheque

22). When would you like to receive a kit?
- When daughter is 2-3 years old (x2)
- When child is 18 months old
- Now
- Would like to see an introductory kit at the time the child gets home from the hospital.
- Can you supplement it? When child gets colicky?
- Learning tolerance, it's OK when child is crying
- Supplements are provided at different stages of the child's life (birth etc.)
- Call 1-800 # for toddler supplements
- 3 years old and as they get older

24). What name would you give this package of information?

Medicine Hat:
- "*You're Amazing*"
- "We're All Amazing"
- It's nice to get a pat on the back. This kit does that for you.
- *You're Amazing*: Serves two purposes
- You're an Amazing Family
- Need to praise the family, not just the individual

Peace River:
- "*You're Amazing*"
- "We're All Amazing"
- It's nice to get a pat on the back. This kit does that for you.

25). What do you think would make this kit better?
Medicine Hat:
- Including all the different stages
- Baby, toddler, preteen, teen
- Complications with birth: changes that occur
- Colicky: support system
- 2 year old-stickers
- easy cookbook
- One thing that you could do better
- Have 5 things that hits each child at a different age i.e.) 2 years old, 7 years old
- Something that touches on everything
- Have 3 kits derived from corporate sponsors
  e.g. First kit: Sponsored by Shoppers Drug Mart: supplies of pampers
  Second kit: toddlers to adolescents: Sponsored by McDonald's
- they may have a vested interest in the treasure map
- Third Kit: adolescent and teens: Sponsored by someone else
- If money is the issue, you have to come up with ways to receive more money.

26). What to delete from the kit
Medicine Hat Only:
- fridge magnet (x3)
- ID tag (x3)
- bookmark: would just get lost

What to add to the kit?

Medicine Hat Only:
- nothing to add
- wants a kit
- want to make it so that you help everyone
- if I had one, I would use it
- to be effective, you must create a demand through awareness
- it's neat

Summary of items to be included in kit:

A: *You're Amazing* Growth Chart
C: Book of Good for Nothing Ideas
  - includes Bookmark making
  - Fortune Teller
  - Treasure Map
  - Fly Away - airplane ideas
K: Cookbook. (Now called: "An Amazing Little Cookbook"
  - include safety tips, nutrition and making mealtime family time
M: Money Planner
O: Smart Shopping List
Q: YAM magnet (in intro of kit)
R: *You're Amazing* Stickers
T: Feel Good Coupons

Other:
Resource Tip Sheets (approximately 5 sheets)
- Building a support network/timeout/child care/baby sitting know how/single parent tips/learn to say no/six steps to calmness/workplace wellness

APPENDIX A

Date: February 12, 1998

To: *You're Amazing* (Family) Kit Working Group
You're Amazing Steering Committee Members
You're Amazing Advisory Committee Members

From: Orrin Lyseng, Chair, *You're Amazing* (Family) Kit Working Group

Remarks: Attached is the draft kit concept paper developed by the design team. These concepts are based on ideas and examples suggested by members of the Working Group and by information we have collected over time with this project in mind.

This is being faxed to you for your comments. I apologize for the timelines.

1. Please review the attached ideas list. There are 23 pages, 43 items in all!
2. Please identify the ones that you view as "**MUSTS**". Musts mean that this idea is just so good that we should make every effort to keep it.

   To guide you, here are suggested criteria to determine a "**must keep**".
   The idea should:
   - be applicable and appropriate and creative that is just "sooo good".
   - address a health determinant very well, and if it addresses more than one even better.
   - be easy to access, create or obtain (ready and available).
   - demonstrate existing partnership/sponsorship involvement, or create potential partnership/sponsorship opportunities.
   - other criteria you believe crucial based on your experience.
3. Please write directly on the sheets beside the item you feel is a must and provide your reasons.
4. Fax only the pages you have made comments on for our later reference to: Orrin Lyseng, Project Team Leader, Population Health Strategies, Alberta Health.
5. Fax #: 422-6663. Please fax no later than Wednesday, February 18, 1998. *(Working Group members are asked to make their decisions by the time of the February 17 meeting).*

You will note that costs and sizes have not been filled out. You will realize that to get three different quotes based on the different quantities (a third, half or all of the target population - 76,000) for 43 different items is too time consuming at this time. Therefore we will begin costing projections after we complete this exercise.

Finally, have we missed something you believe to be crucial.

SUGGESTED CREATIVE CONCEPTS FOR YOU'RE AMAZING (FAMILY) KIT

#1. Name: ***You're Amazing*** **Tattoos/Stickers**
Description: Temporary tattoos or stickers that are fun and easy for kids to apply. Given by parents as a reward for doing extra chores, being extra good, or doing something amazing. These help to teach responsibility and rewards good behaviour. Children can also give these to their friends - helping to develop their support groups.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants: Building a support network.
Sponsorship Opportunities:
Reference:
Acknowledgements: sponsors

#2. Name: **Treasure Map**
Description: This map is a way for parents to teach their children about money - how it's made, and how it's saved to achieve a goal. There is a space in the treasure chest to write down or attach a photo of the child's treasure and the dollar amount required. The treasure could be a new bike, rollerblades, goalie equipment, a guitar. To get to the treasure the child will have to follow several steps and achieve several benchmarks. To reach the benchmarks, the child will have had to earn money doing extra chores, odd jobs around the neighbourhood mowing lawns and shoveling walks, cashing in pop bottles. At each benchmark there are blanks in which the money earned and the job done to earn it are noted. This exercise will demonstrate the value of work, and promote a responsible attitude towards money.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development. Money management.
Secondary Determinants:
Sponsorship Opportunities:
Reference: Money doesn't grow on trees
Acknowledgements: sponsors

#3. Name: **Phone List**
Description: A listing of emergency numbers, key 1-800 numbers in the province, plus spaces for family doctor, dentist, regional health authority, and important family and friends

Size:
Cost:
/25K
/38K

/76K
Major Determinants: Early Childhood Development
Secondary Determinants: Building a support network.
Sponsorship Opportunities: Pharmaceutical companies
Reference: *You're Amazing* Calendar
Acknowledgements: sponsors

#4. Name: **Growth Chart**
Description: This growth chart focuses on all aspects of childhood development — physical, mental and emotional. There would be lots of little fun callouts. And bubbles for photos of your children as they reach certain changes. There will be spaces for dates, names and ages, plus a place to write in "The most Amazing thing since you last measured yourself"
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Japan Camera, Colorfast, Astral Photo, Black's, Food products manufacturers, makers of formula and children's clothing.
Reference: Various child publications, government publications, Dairy Nutrition Council, Dietitians.
Acknowledgements: sponsors

#5. Name: **Make Mealtime Family Time**
Description: Fact sheet on why it is important to eat together. Mealtime is also a chance to get together, discuss what each other are doing, and work out any problems.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants: Coping skills.
Sponsorship Opportunities:
Reference:
Acknowledgements: sponsors

#6. Name: **Child Safety Checklist**
Description: Drawing upon Safe Kids, this piece would frame the safety tips according to age groups.
Size:
Cost:
/25K
/38K
/76K

Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities:
Reference: Safe Kids
Acknowledgements: Safe Kids, sponsors

#7. Name: **Home Safety Checklist**
Description: Checklist to ensure your home is a safe environment for children to grow up in.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Fisher Price, makers of children's clothes, toy stores
Reference: Numerous publications on how to childproof your home.
Acknowledgements: sponsors

#8. Name: **Children's Playbook**
Description: This interactive piece is aimed at kids 3-7 and is loaded with puzzles, colouring pages, find a words, brain teasers and riddles — all with messages about playing safe and being safe.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities:
Reference: Safe Kids, Transportation and Utilities.
Acknowledgements: sponsors

#9. Name: **The Value of Work**
Description: An interactive piece showing young children why you work, and where the money you earn goes — shelter, clothing, food, toys, vacations, etc.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants: Work as a health determinant. Money Management.
Sponsorship Opportunities:

Reference: Information from the Centre for Well-being.
Acknowledgements: sponsors

#10. Name: **Balancing Work and Family**
Description: Tips on keeping work at work and home at home. These include leaving your briefcase at work, and meeting with your kids to schedule time for outings.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants: Early childhood development. Coping skills. Work as a health determinant Money Management. Building a support network.

Sponsorship Opportunities:
Reference: Information from the Centre for Well-being.
Acknowledgements: sponsors

#11. Name: **Diaper Bag ID tag and emergency numbers**
Description: Aimed at new parents, one side of this attachable tag features spaces to write your name address and phone number should you misplace your diaper bag. The other side contains space for emergency phone numbers such as pediatrician, regional health authorities and any appropriate 1-800 numbers.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early childhood development.
Secondary Determinants:
Sponsorship Opportunities: Makers of formula, diapers, soothers, etc.
Reference: Alberta Health, regional health authorities.
Acknowledgements: sponsors

#12. Name: **Child ID kit**
Description: A small kit which stores your child's vital information in case they go missing. The kit includes a place for a photo, physical description and fingerprints. We will include 2 per kit.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early childhood development
Secondary Determinants:

Sponsorship Opportunities: Alberta Credit Unions
Reference: Alberta Credit Unions
Acknowledgements: Alberta Credit Unions

#13. Name: **Parent's Bookmark**
Description: On one side would be 10 reasons to read to your child, on the other would be the childhood literacy hotline.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Alberta Library foundation (?), Cole's, Chapters, Smith Books
Reference: information brochure from library.
Acknowledgements: sponsors

#14. Name: **Children's Bookmark**
Description: One side would be decorated with letters of the alphabet and feature a quote about "reading opens so many doors, but none more important than the door to learning." The other side features tips on how children can make decorative bookmarks for giving as gifts.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Alberta Library foundation (?), Cole's, Chapters, Smith Books
Reference:
Acknowledgements: sponsors

#15. Name: **Cooking Together**
Description: A cookbook for adults and children to use together. These would be simple recipes with the ingredients listed both in written form and with colourful icons.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Nutritionists, Supermarket chains, Alberta Food Processors Association, Dairy Board

Reference:
Acknowledgements: sponsors

#16. Name: **Big Cheezer**
Description: This piece we would use as provided. This interactive fortune teller helps kids make healthy choices about eating.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities:
Reference: Dairy Nutrition Council
Acknowledgements: sponsors

#17. Name: **Food Guide Slide**
Description: This fun, interactive piece already exists and may be available for us. It is an excellent piece showing nutritional values and how much of each food group you need, as well as exercise counter on the other side.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities:
Reference: Dairy Nutrition Council of Alberta, Canadian Dairy Board.
Acknowledgements: sponsors

#18. Name: **You're an Amazing Role Model**
Description: This piece is a cling decal designed to stick on the parents mirror. The statement "You're an Amazing Role Model" will be there to give them inspiration every morning.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities:
Reference:
Acknowledgements:

#19. Name: **Your Amazing fridge magnet / photo frame**
Description: You can put your child's photo inside this frame.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Early Childhood Development
Secondary Determinants:
Sponsorship Opportunities: Japan Camera, Black's, Astral Photo, Colorfast.
Reference:
Acknowledgements:

#20. Name: **Smart Shopping List**
Description: A 50 sheet note pad to be used as a shopping list. On the corners of each sheet are shopping tips. How to save money. What's in season and when.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Money management.
Secondary Determinants:
Sponsorship Opportunities: Horne & Pitfield (IGA), Save-On, Canada Safeway, Superstore.
Reference: Homemaker's magazines, Dieticians of Alberta? Canada Food Guide.
Acknowledgements: sponsors

#21 Name: **Saving Energy Around the Home Checklist**
Description: Door hanger with 20 money saving tips on how to make your home more energy efficient. These would be broken out by season - Spring, Summer, Fall, Winter, and would include tips on getting on a budget payment program, sealing drafts, switching to lower wattage bulbs, using dimmer switches, motion sensors.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Money management.
Secondary Determinants:
Sponsorship Opportunities: Revy, Home Hardware, Epcor, TransAlta Utilities, Canadian Utilities.
Reference: Home improvement books (Julie's), Edmonton Power energy audit.
Acknowledgements: sponsors

#22. Name: **Family Financial Planner**
Description: 3 panel work sheet on budgeting. Allows user to figure out where the money goes, and what areas can be worked on. There would also be some financial tips and callouts.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Money management.
Secondary Determinants:
Sponsorship Opportunities: Credit Union
Reference: Consumer Affairs, Credit Union pamphlets.
Acknowledgements: Consumer Affairs, sponsors

#23. Name: **Children's Financial Planner**
Description: A smaller companion piece to the Family Financial Planner, this sheet will help children understand principles of budgeting and savings. It makes them feel a part of the grown-up decisions being made.

Size:
Cost:/
25K
/38K
/76K
Major Determinants: Early childhood development. Money management.
Secondary Determinants:
Sponsorship Opportunities: Credit Union
Reference: Consumer Affairs, Credit Union pamphlets.
Acknowledgements: Consumer Affairs, sponsors

#24. Name: **Retirement and Estate Planning**
Description: We would like to include a brochure on retirement planning and estate planning. This is to ensure that the children are surviving spouse are not financially burdened in the event of a death.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Money Management. Coping Skills.
Secondary Determinants:
Sponsorship Opportunities: Life insurance companies
Reference: check with Credit Union to see if there is anything already done. If not go to a life insurance company.
Acknowledgements: sponsors

#25. Name: **Book of Good for Nothing Ideas**
Description: A collection of fun, FREE things to do inside or outside, rain or shine. The book will feature about 30 pages of activities, including leaf rubbing, puzzles, silly name games. There would also be some blank sheets for your own games.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills
Secondary Determinants: Early childhood development. Money management.
Sponsorship Opportunities:
Reference: 365 Days of Baby Love. Laurel's extensive collection of activity books for her kids.
Acknowledgements: sponsors

#26. Name: **Learn to say NO / Six steps to calmness**
Description: A small wallet sized card that features 5 tips on taking control of your time on one side, and the six steps to calmness on the other.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants: Work as a health determinant
Sponsorship Opportunities:
Reference: 6 steps to calmness article.
Acknowledgements:

#27. Name: **Family Juggling Test**
Description: Analysis of your family's stress, and tips on how to relieve it.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants:
Sponsorship Opportunities:
Reference: Family Juggling Test. Dual Career Families folder. And other assorted stress tests we have gathered.
Acknowledgements: sponsors

#28. Name: **Time out - organizing a baby-sitting co-op**
Description: How to set up a baby-sitting co-op with your friends, neighbours and community. You'll have some time for yourself, while your children interact with others. Both you and your children will meet new people and develop your networks.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants: Early childhood development. Building a support network. Work as a health determinant Money management.
Sponsorship Opportunities: Makers of formula, diapers, etc.
Reference: Parenting books and magazines, websites.
Acknowledgements: sponsors

#29. Name: **Find the silver lining.**
Description: An exercise where you write down what is bothering you and then write down as many possible good outcomes for this scenario.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants:
Sponsorship Opportunities:
Reference:
Acknowledgements: sponsors

#30. Name: **Priority Time**
Description: Ten time management tips on will get you closer to what you want to do.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants: Work as a health determinant
Sponsorship Opportunities: Watch company?
Reference: The One-Minute Manager, and numerous self-help books available.
Acknowledgements: sponsors

#31. Name: **101 Ways to Lighten Up**
Description: Poster produced by AADAC. We would like to reprint it and fold it down for inclusion.
Size:
Cost:
/25K
/38K

/76K
Major Determinants: Coping skills.
Secondary Determinants: Work as a health determinant. Building a support network.
Sponsorship Opportunities:
Reference: AADAC
Acknowledgements: AADAC

#32. Name: **Mental Health ... think about it**
Description: A two sided sheet. One side has tips on controlling stress. The other has a list of available brochures and referral information from the Canadian Mental Health Association

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping skills.
Secondary Determinants: Early childhood development.
Sponsorship Opportunities:
Reference: Canadian Mental Health Association brochures
Acknowledgements: Canadian Mental Health Association

#33. Name: **Turn a frown upside down**
Description: This piece, aimed at children 3-7 years of age, features a collection of activities children can do to help them cope with feelings of fear, anger and frustration. Exercises include making a worry box, where children write down there fears and put them in. Later, they can read these and discuss if their fears were reasonable.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Coping Skills.
Secondary Determinants: Early childhood development.
Sponsorship Opportunities:
Reference: There's a Volcano in my Tummy
Acknowledgements: sponsors

#34. Name: **Quit 4 Life**
Description: We would like to utilize Health Canada's interactive Winner's Wheel and Coping Tips. This piece was developed to stop teenagers from smoking.

Size:
Cost:
/25K
/38K
/76K

Major Determinants: Coping skills.
Secondary Determinants:
Sponsorship Opportunities: Gum manufacturers.
Reference: Health Canada
Acknowledgements: sponsors

#35. Name: **Building a Support Network Tip Sheet**
Description: List of 10-20 ideas that a person could undertake to build / expand their social support network. These include joining or organizing baby-sitting co-ops, community functions, block parties, pot luck suppers.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Building a support network.
Secondary Determinants:
Sponsorship Opportunities:
Reference:
Acknowledgements: sponsors

#36. Name: ***You're Amazing* Feel Good Coupons**
Description: For use within family or close support network, these coupons would be good for hugs, snow shoveling, baby-sitting, cooking dinner, etc. It's a way for you to do good deeds and help yourself in the process. Some of these would be pre-printed with good deeds on them, others would be left blank.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Building a support network. Early Childhood Development
Secondary Determinants: Coping skills.
Sponsorship Opportunities:
Reference: up for discussion
Acknowledgements: sponsors

#37. Name: **Information sheet on cubs, scouts, brownies and guides**
Description: If there is an existing piece available we would look at including it in the package as is.
Size:
Cost:
/25K
/38K
/76K
Major Determinants: Building a support network.
Secondary Determinants: Early Childhood Development.

Sponsorship Opportunities: Scouting Canada
Reference: still have to source
Acknowledgements: sponsors

#38. Name: **Let's Have a Block Party!**
Description: Information on how to set up a block party. Permits, food, entertainment, fundraising (bottle drive), activities (street hockey)

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Building a support network.
Secondary Determinants: Coping skills.
Sponsorship Opportunities:
Reference: Members of Laurel's neighbourhood.
Acknowledgements: sponsors

#39. Name: **Join Your Community League**
Description: Quick brochure promoting community leagues and their various social and recreational aspects they provide. Mention sports programs for the kids. If there is an existing piece that fits the bill, we would consider using it as is.

Size:
Cost:
/25K
/38K
/76K
Major Determinants: Building a support network.
Secondary Determinants: Work as a health determinant Money management. Coping skills.
Sponsorship Opportunities: Alberta Federation of Community Leagues
Reference: Contact Alberta Federation of Community Leagues
Acknowledgements: sponsors

#40. Name: **Let your stress fly away**
Description: A collection of paper airplane patterns with stress release messages printed on them. This is good for both adults and children.

Size:
Cost:
/25K
/38K/
/76K
Major Determinants: Work as a health determinant. Coping skills.
Secondary Determinants:
Sponsorship Opportunities: Airlines, travel agencies.

Reference: Adrian has a book of paper airplanes. The stress information will come from Canadian Mental Health Association brochures.

Acknowledgements: sponsors

#41. Name: **What does daddy do? What does mommy do?**

Description: An interactive exercise where the children get to describe what their parents do for a living. This piece serves to build dialogue about why parent's work, and responsibility and money management.

Size:
Cost:
/25K
/38K
/76K

Major Determinants: Work as a health determinant

Secondary Determinants: Early childhood development

Sponsorship Opportunities:

Reference:

Acknowledgements: sponsors

#42. Name: **Workplace Wellness Program**

Description: This item needs more research still. We will look to create some sort of piece that addresses keeping healthy at work, and how work affects your home and family life.

Size:
Cost:
/25K
/38K
/76K

Major Determinants: Work as a health determinant

Secondary Determinants:

Sponsorship Opportunities:

Reference: Centre for Wellness inf., Dual Career Family folder.

Acknowledgements: sponsors

#43. Name: **What I like about my job**

Description: An interactive piece where parents can write down the top 5 reasons why they like there work, and then discuss it with their kids.

Size:
Cost:
/25K
/38K
/76K

Major Determinants: Work as a health determinant.

Secondary Determinants:

Sponsorship Opportunities:

Reference: Information from the Centre for Well-being.

Acknowledgements: sponsors

#44. Name: **Quality Time Stamps**

Description: This would be a sheet of stamps or stickers that would say "Quality Time". After setting time to do something with your spouse or children. They would take one sticker and put it on the calendar and you would put one in your daytimer as a reminder. This also serves to show busy couples that they may not be spending as much quality time with the family as they should.

Size:

Cost:

/25K

/38K

/76K

Major Determinants: Work as a health determinant.

Secondary Determinants: Early childhood development. Coping skills.

Sponsorship Opportunities:

Reference:

Acknowledgements: sponsors

March 2, 1998

To Focus Group Test Members:

Thank you for taking the time to take part in one of three focus test sites across the Province. We are developing a product and would like to hear your input.

By way of introduction, *You're Amazing* is a two year health promotion project launched by Alberta Health, Regional and Provincial Health Authorities and corporate sponsors. It illustrates the many factors that have an impact on the health of your family, on you as an individual and a parent.

We will be talking with you and other focus group members about the attached information. The information describes different activities or information pieces you and your family can use. Your comments will guide us on what items to keep and how to improve them.

The focus testing will be only two hours in length. It doesn't allow much time for a lot of discussion, so I am going to ask you to prepare in advance.

After you read each item, ask yourself the following and please note your answer in the space(s) provided after each concept.

1. Do I understand what this is? If not, what part is not clear?
2. Would I as a parent, or we as a family, use this? If not, why not?
3. Is there something I particularly like (or dislike) about this?
4. What kind of benefits does this item have?

Finally, after you have read all 21 items, please rank them from the ones you like best (#1) to the least (#21). A space has been provided for you to put your number beside each item.

Please bring this document to the focus testing. It will form a part of the information we will review later as we prepare for production.

To ensure your response is anonymous, please do not sign the document.

Thank you for your time and effort. I look forward to seeing you.

Sincerely,

Orrin Lyseng
Project Team Leader
Alberta Health

YOU'RE AMAZING KIT ITEMS

Intro: Welcome to this Amazing Kit
An introduction page explaining (in plain language) the "You're Amazing" program, the health determinants and how to use the kit effectively.

A: AMAZING GROWTH CHART
This growth chart focuses on all aspects of child development - physical, mental and emotional. There would be lots of fun bits of information and places for photos of your children as they grow up. There will be spaces for dates, names and ages, plus a place to write in "The most Amazing thing since you last measured yourself". Included will be information on child development. For example: "When your child says his first words, they're sure to be interesting", "Little fingers this age will be into everything", this information will reflect the "wide range of normal" as your child develops.

Physical Description:
12" wide x 36" long, to be hung two feet off the floor and will reach five feet. It will be an attractive, colourful and durable piece that parents and children will be proud to have displayed on the wall.

Notes/Comments:_____

B: BALANCING WORK & FAMILY
This will look like a fun newsletter with interactive items for both parent and child. It will include quick tips on time-saving, making the transition from work to home and how to streamline the breakfast rush-hour. Quiz's for children will help them understand what parents do and why they need to work. It will also include tips on how to explain to your children what are appropriate phone calls at work to help avoid false emergencies.

Physical Description:
11" x 17" folded to 8 1/2" x 11", the newsletter will be four pages of fun activity and tips that will be referred to often.

Notes/Comments:_____

C: BOOK OF GOOD FOR NOTHING IDEAS
Not just child's play, this book is designed to teach children many skills, help stretch their imagination, enhance their coordination and entertain themselves, their siblings and their parent(s). It's a collection of fun, FREE things to do inside or outside, rain or shine. The book will feature activities, craft projects using materials found around home, puzzles, and silly games. The booklet will also include ideas for "free" outings for families.

Physical Description:
Maximum 30 pages, 8 1/2" x 11"

Notes/Comments:_____

D: BOOKMARK MAKING IDEAS

An instruction sheet and bookmark-blanks will feature a quote: "Reading opens so many doors, but none more important than the door to learning" . Other information about the importance of reading with ideas on how to make and decorate bookmarks for giving as gifts.

Physical Description:

Two 8 1/2" 11" sheets, the one for making the bookmarks is a heavier stock.

Notes/Comments:_____

E: BUILDING A SUPPORT NETWORK TIP SHEET

A list of 10-20 ideas that a person could undertake to build/expand their social support network. Ideas include joining baby-sitting co-ops, attending community functions or block parties, hosting and attending pot luck suppers. Information on how to find self-help and support groups, and what community resource centers have to offer.

Physical Description:

8 1/2" x 11", double sided

Notes/Comments:_____

F: BUG BOX

This is an item that helps children address what's "bugging" them and how to deal with it. It comes with simple instructions on how to build the box out of an old greeting card or cereal box. At the end of each day, if there's something worrying or bothering the child, it can be written down by the parent (or child if he or she's capable) on a piece of paper that goes into the box. At the end of the week the box is opened, each "bug" is unfolded to see if it still is "bugging" them, if so, it's an opportunity to discuss things that may be bothering the child.

Physical Description:

8 1/2" x 11" colourful, fun instruction piece

Notes/Comments:_____

G: FOOD FORTUNE TELLER

A finger game that reveals healthy eating habits of celebrities and children's heros. Based on the four food groups. An example of one of the fortunes could be: Congratulations! you're drinking three glasses of milk a day and the calcium is making your bones grow strong (Just like Michael Jordan's). There will be eight "fortunes" revealed, two per food group.

Physical Description:

8 1/2" x 11", a colourful sheet made of durable paper with instructions about how the child cuts it out and folds it into the game

Notes/Comments:_____

H: ID TAG AND IMPORTANT NUMBERS

One side of this attachable tag features spaces to write your name address and phone number in case you misplace the diaper bag/purse. The reverse side contains space for important phone numbers such as pediatrician, regional health authorities, your friend that is a great sounding board and any appropriate 1-800 numbers.

Physical Description:

2" x 3" on durable stock, The card will come with a plastic cover for protection and is the size to fit into any luggage tag. It will also fit conveniently into a wallet.

Notes/Comments:_____

_____

_____

I: LEARN TO SAY NO/SIX STEPS TO CALMNESS

A small wallet sized card that features 5 tips on taking control of your time on one side, and the six steps to calmness on the other. It becomes a good reminder; we need to know that people still love us even though we have said no.

Physical Description:

2" x 3" on durable stock

Notes/Comments:_____

_____

_____

J: LET YOUR STRESS FLY AWAY

A collection of paper airplane patterns with stress release messages printed on them. There will also be a place where the child/parent can write down a stress or worry and then let it fly away.

Physical Description:

Four styles of airplane, 8 1/2" x 11" sheets, black ink showing folding lines and spaces to write in your worry

Notes/Comments:_____

_____

_____

K: LET'S GET COOKING BOOK

A cookbook for adults and children to use together with great quick to prepare recipes including breakfasts, brown bag lunches, healthy snacks and speedy suppers. These would be simple recipes with the ingredients listed both in written form and with colourful symbols. Recipes chosen will have a maximum of five ingredients. The book will also include time-saving tips and information on nutrition.

Physical Description:

5 1/2" x 8 1/2" booklet or recipe cards (with tips on the back), a maximum of 20 cards or 10 pages.

Notes/Comments:_____

_____

_____

L: MAKING MEALTIME FAMILY TIME

A fact sheet on why it is important to eat together. Mealtime is also a chance to get together, a time to express what you appreciate about each other, to share feelings, to learn to communicate effectively and how to be a good listener. It may contain suggestions for different topics for discussion; What made you happy today? What were you feeling when "x" happened to you? The fact sheet will also include tips to get the family involved with mealtime, for example: A four-year-old can help by setting the table, a three-year-old can be included by tearing lettuce or crumbling crackers into soup.

Physical Description:
8 1/2" x 11" (letter size), will fit nicely inside the kitchen cupboard.

Notes/Comments:_____

_____

_____

M: THE MONEY PLANNER

A work sheet on budgeting. Allows parent(s) to figure out where the money goes and what is required on a monthly basis. The sheet is a step-by-step process that also includes tips.

Physical Description:
Two 8 1/2" x 11" pages

Notes/Comments:_____

_____

_____

N: OUR TIME STAMPS

This would be a sheet of stamps that would have "Our Time" printed on them. After you and your family have set times to be together, you would take one sticker and put it on the calendar and put one in your daytimer as a reminder about the things you'll be doing together. It could be done at the beginning of every month, the family sits down together and selects days and times they will block off as "Our Time".

It becomes a priority for each family member to "book" the time and provides the family with something to look forward to each week. "Our Time" can be as simple as dinner together.

Physical Description:
Postage stamp size, with a place to write in date and time

Notes/Comments:_____

_____

_____

O: SMART SHOPPING LIST

A note pad to be used as a shopping list. On the edges of each sheet are shopping tips such as: Look for family discount days, you may be able to get 10% off your total bill!. There will also be information on cost, taste and health effective food substitutions i.e. yogurt is a tasty and healthy substitute for sour cream.

Physical Description:
4" x 5 1/2" padded into 50s.

Notes/Comments:_____

_____

_____

P: TREASURE MAP

A fun tool for children to learn about setting priorities, making a plan and reaching a goal. Parents and children will each choose a goal of their choice, (it could be: a special toy; a book; a new pair of shoes; a weekend away ;or a dinner out) and then chart the financial pathway to achieving their goal. Both parent and child will follow separate trails on the map. They will determine the necessary steps needed to get to the treasure. Whether it is saving a portion of allowance money, earning additional money by doing extra chores at home or around the neighbourhood, or cashing-in pop bottles. These achievements will be noted as stages along the trail.

Physical Description:

A large sheet of paper (20" x 25"), folded into four. A colourful, fun trail with fill-in-the-info places along the way. Each map will allow for one goal for one child and one goal for a parent. We are suggesting three maps be included in each kit.

Notes/Comments:_____

Q: YOU'RE AMAZING FRIDGE MAGNET/PHOTO FRAME

A fridge magnet with a center piece that pops out to allow a family photo to be inserted behind the magnet. The pop-out piece is also a magnet that has an inspiring message on it such as "Your amazing and I love you".

Physical Description:

Will accommodate a 3 X 5 photo, brightly coloured and in an interesting shape

Notes/Comments:_____

R: YOU'RE AMAZING STICKERS

Stickers that are fun and easy for kids to apply. Given by parents as a positive reinforcement, when you see the child doing something you would like to acknowledge or for just for being "you". Stickers will have various supportive phrases like: "You're Amazing" or "I'm glad you're my child". The stickers will help children to build self esteem, a positive self image and inner strength.

Physical Description:

The colourful stickers will be in various sizes and shapes with a peel-off backing

Notes/Comments:_____

S: TIME OUT - BABY-SITTING AND CHILD CARE KNOW-HOW:

Information on how to set up a baby-sitting co-op or shared-care with your friends, neighbours and community. Other alternatives to child care, tips on helping your children cope with caregivers. How to get reliable, trusting child care and how to choose and train your caregiver.

Physical Description:

one 8 1/2" x 11" sheet of tips, double sided, another sheet with the caregiver's outline

Notes/Comments:_____

T: YOU'RE AMAZING FEEL GOOD COUPONS

For use within family or close support network, these coupons would be good for hugs, snow shoveling, baby-sitting, cooking dinner, etc. It's a way for you to do good deeds and help yourself in the process. Some of these would be pre-printed with good deeds on them, others would be left blank.

Physical Description:
Two 8 1/2" x 11" sheets, black ink only so they can be decorated individually

Notes/Comments:_____
_____
_____

U: WAYS TO WORKPLACE WELLNESS

A tip sheet/self discovery quiz which helps you find ways to improve your daily working experience. Ideas for healthy at work activities like taking the stairs, stretching when you feel fatigue, and looking at work with a positive attitude and humour.

Physical Description:
8 1/2" x 11", double sided
Notes/Comments:_____
_____
_____

APPENDIX B

You're Amazing!

Focus Group Analysis

Prepared by
Dr. Gus Thompson
Departments of Public Health Sciences and Psychiatry
University of Alberta
and the Health Surveillance Branch, Alberta Health

for
Chair, Amazing Family Kit Working Group
Population Health Strategies Branch

As part of the process for the determination of project priorities/selection for the "*You're Amazing*!" campaign, four focus groups were constituted and, among other things, were asked to rate or rank a number of proposed health promotion projects. This paper will deal only with the methodology and results pertaining to the focus group evaluation of the suitability of the proposed projects. All other details such as the original selection of topics, overall purpose, etc., can be found in the documentation associated with the campaign.

The Focus Groups.
Four focus group sessions, named according to location, were conducted. All were held during 1998, with the Nechi session being held about two weeks after the first three. The Group locations were:

	N
Medicine Hat	4
Peace River	5
Edmonton	8
Nechi Centre	13

Project Assessment.
Focus group participants were asked to evaluate items in terms of being useful. Twenty-one potential items were initially selected for consideration.

In response to feedback, methods changed somewhat as the study progressed from one group to the next. The Medicine Hat and Peace River groups received an information package which detailed the items prior to the focus testing. They were asked to rank all twenty-one items, with a rank on 'one' to be assigned to the most desirable item. The Edmonton group did not receive any such prior information. As ranking within a short time-frame thus turned out to be an onerous task, the Edmonton participants were asked to rate each item with the use of a seven-point scale ('1' being the most desirable, and '7' indicating the least desirable). Prior to the Nechi session, an

informal appraisal of apparent rankings coupled with logistical considerations were used to reduce the field of potential items from 21 to 13. These 13 were presented to the Nechi participants who were asked to rate them on a four-point scale (again with '1' representing the most desirable).

Analysis.

The change in evaluation methods created obvious problems in interpretation. However, on the assumption that both ranking and rating approaches are designed to place the most desirable at the top and the least desirable at the bottom, it was felt that it was possible to combine the data in a way that would allow reasonable comparisons and the setting of an overall ranking of the projects. Thus, the method was:

1. For Medicine Hat. The rankings assigned to a particular item by each participant were averaged to produce an average ranking for each item. (These are shown in Table 3). The values for all items were arranged in order and assigned ranks ranging from 1 (best) to 21 (worst).

2. For Peace River. The method was the same as was used for Medicine Hat.

3. For Edmonton. Very similar to Medicine Hat, except that it was the ratings that were averaged to produce an average score for each item. Then, as in the case of Medicine Hat, the values for all items were arranged in order and assigned ranks ranging from 1 to 21.

4. For Nechi Centre. The same as Edmonton in essence, except that the original ratings ranged from one to four (vs. one to seven for Edmonton). However, the eventual range of ranks ranged from one to 13, which is not properly comparable to the one to 21 range used by the other three. To compensate for this, the Nechi rankings were revised using the formula:

$$Rank_{REV} = ((R-1) \times 20/12) + 1$$

Where 'R' is the original rank (i.e. from the 'one to 13' range). In essence, this "stretches out" the 13 point ranking scale to 21 points so that comparisons can be made across all four focus groups.

The raw data (rankings or ratings produced by each individual) are contained in the Appendix.

Table 1. Project Rankings by Focus Groups

		GROUP RANKINGS				AVER-AGE	FINAL RANK	Pre-Nechi RANK
		MH	PR	ED	NI			
A	Growth Chart	2	6	4	6	4.5	3	3
B	Balancing	12	2	12	16	10.5	9	5
C	Good 4 Nil	3	4	2	1	2.5	1	2
D	Bookmark	19	9	10	14	13.1	15	14
E	Support Net	18	5	11		11.3	12	12
F	Bug Box	7	8	14		9.7	8	6
G	Food Fortune	16	14	17		15.7	18	19
H	ID Tag	14	21	7		14.0	16	15
I	Say No	10	18	20	18	16.4	20	20
J	Stress Away	21	9	21		17.0	21	21
K	Get Cooking	1	1	3	11	4.0	2	1
L	Meal & Family	5	3	14		7.3	4	4
M	$$ Planner	5	16	9	6	9.0	7	7
N	Time Stamp	12	7	17		12.0	13	13
O	Smart Shop	11	11	8	13	10.7	10	7
P	Treasure Map	4	20	6	2.7	8.2	5	7
Q	Fridge Magnet	20	12	1		11.0	11	11
R	Stickers	8	18	5	2.7	8.4	6	10
S	Time Out	17	13	13	18	15.2	17	17
T	Coupons	14	14	14	9.3	12.8	14	15
U	Work Well	9	17	17	21	16.0	19	17

Results.

Table 1 shows the rankings applied to each item by each focus group (after averaging). Also shown are the overall rankings which encompass the collective opinions of all four groups. For example, the mean rank (averaged across all four groups) assigned to "Growth Chart" was 4.5. This was the third best, so it received a rank of '3'. Note that the overall rankings were calculated on the assumption that each group was of equal importance. That is, groups with more participants were not assigned higher weightings. This, because each group was thought to represent a sector of the population. The make-up of each group is thus important and, while not a topic for discussion in this paper, should be considered in the final interpretation of findings.

Overall, the findings show highest support for "Good For Nothing", "Get Cooking", and "Growth Chart". At the bottom of the list were "Stress Away", "Say No", and "Work Wellness". In some cases agreement was not high across the four groups. For example, "Fridge Magnet", which was assigned a mid-range final ranking of eleventh, received group placings of 1st, 12th, and 20th. This is reflected in the intercorrelations of group rankings across items (shown in Table 2). This shows that the Medicine Hat, Edmonton, and Nechi groups showed moderate agreement, but that the Peace River group did not agree with anyone.

Table 2. Correlations Between Focus Groups

	PR	EDM	NECHI
MH	0.15	0.37	0.59
PR		0.10	0.00
EDM			0.79

In regard to the matter of shortening the list from 21 items to 13, Table 1 also shows a breakout of the derived rankings without the Nechi data. These values show the rankings of the various projects prior to the reduction in the size of the list. The average rank of the eight that were later removed was 12.6 (versus the mid-point of 11), with two of the eight ranked in the top 10, five in the bottom 10, and one at the mid-point (11). Notably one of the rejected projects ("Meal & Family") was ranked fourth and another ("Bug Box") was ranked sixth.

APPENDIX
Rankings & Ratings Assigned To Each Item By Each Individual

	MEDICINE HAT – TOT					PEACE RIVER — TOT						EDMONTON — TOT									NECHI — TOT										
A Growth Chart	2	2	5	10	4.8	1	7	10	14	17	9.8	1	1	2	3	3	3	4	4	2.6	1	2	4	2	3	1	1	1	1	1	1	2	2	1.7
B Balancing	3	12	14	19	12.0	1	1	4	8	17	6.2	1	3	4	4	5	6	7	7	4.6	3	2	4	1	1	1	1	2	3	3	3	3	1	2.2
C Good 4 Nil	1	4	6	11	5.5	2	5	7	13	16	8.6	1	1	1	2	2	5	4		2.3	1	2	3	1	1	1	1	2	1	1	2	2	1	1.5
D Bookmark	10	15	18	21	16.0	8	8	10	10	18	10.8	1	1	2	3	4	6	7	7	3.9	2	2	4	1	1	1	1	3	2	4	2	2	2	2.1
E Support Net	11	16	17	19	15.8	2	2	4	16	21	9.0	1	2	2	4	5	7	7	7	4.4														
F Bug Box	1	3	13	15	8.0	2	3	13	15	19	10.4	3	3	4	4	5	6	7	7	4.9														
G Food Fortune	4	17	18	19	14.5	5	5	15	16	20	12.2	2	3	4	4	7	7	7	7	5.1														
H ID Tag	7	14	7	21	12.3	11	18	18	20	21	17.6	1	1	1	1	4	6	7	7	3.5														
I Say No	6	7	13	14	10.0	3	14	14	15	21	13.4	1	4	6	7	7	7	7	7	5.8	4	2	4	1	1	1	4	2	4	1	2	2	1	2.2
J Stress Away	18	20	20	21	19.8	1	4	11	19	19	10.8	6	6	7	7	7	7	7	7	6.8														
K Gal Cooking	1	3	4	5	3.3	1	3	3	6	6	3.8	1	1	1	2	2	2	4	6	2.4	2	2	4	1	1	1	1	1	2	2	3	2	2	1.8
L Meal & Family	4	6	8	13	7.8	5	6	6	7	12	7.2	1	3	4	4	6	7	7	7	4.9														
M $$ Planner	2	3	5	21	7.8	6	7	12	19	21	13.0	2	2	2	2	5	5	5	7	3.8	2	2	3	1	1	1	1	2	3	1	1	2	2	1.7
N Time Stamp	7	8	17	16	12.0	2	6	11	12	20	10.2	1	3	4	6	6	7	7	7	5.1														
O Smart Shop	9	9	11	12	10.3	3	9	13	15	17	11.4	1	2	2	3	3	4	7	7	3.6	4	2	2	1	1	1	1	4	2	1	2	2	2	1.9
P Treasure Map	1	6	8	12	6.8	8	13	17	17	18	14.6	1	1	1	2	3	5	6	7	3.3	1	2	3	1	1	1	1	1	1	2	2	3	1	1.5
Q Fridge Magnet	15	15	19	20	17.3	5	8	11	14	20	11.6	1	1	1	1	2	2	3	6	2.1														
R Stickers	2	8	10	13	8.3	4	7	16	19	21	13.4	1	1	1	1	3	4	7	7	3.1	1	2	3	1	1	1	1	1	1	2	2	3	1	1.5
S Time Out	11	12	16	20	14.8	9	9	9	13	20	12.0	1	3	4	4	5	7	7	7	4.8	4	2	4	1	1	1	1	3	3	2	4	2	1	2.2
T Coupons	9	10	14	16	12.3	9	10	12	12	18	12.2	1	3	4	4	6	7	7	7	4.9	2	4	1	1	1	4	1	1	2	1	2			1.8
U Work Wall	5	7	9	18	9.8	10	11	14	15	16	13.2	2	3	4	5	6	7	7	7	5.1	4	2	3	1	3	3	4	3	4	2	2	3	3	2.8

APPENDIX C

REVIEW OF SUGGESTED ELEMENTS FOR YOU'RE AMAZING FAMILY KIT

The following actually consists of two lists. One is of the ideas not included in the kit, while the other is of the original ideas that we have used, or used portions of. This is offered as part of the report for any health professional wishing to identify any other health promotion ideas or opportunities.

ITEMS NOT INCLUDED IN THE FAMILY KIT

Turn a frown upside down (Worry Box) - This piece, aimed at children 3-7 years of age, features a collection of activities children can do to help them cope with feelings of fear, anger and frustration. Exercises include making a worry box, where children write down there fears and put them in. Later, they can read these and discuss if their fears were reasonable. This element got mixed reviews. Some parents said good idea, some said that it would keep bringing the issue back up, and that a week was a long time to wait to resolve a problem in the kid's life. They felt that they were being neglectful of their children's feelings.

Phone List - This is a redundant element, many other organizations put out an address book/phone listing. We will include phone numbers on the various reference sheets, as well as where appropriate on the kit elements. If we do another calendar, it will include a phone list as well.

The Value of Work - An interactive piece showing young children why you work, and where the money you earn goes (shelter, clothing, food, toys, vacations, etc.) It was felt by some at the Advisory Committee and on the development team that if money is tight in the family, adding money stresses to the list of stresses that children already have is not a good idea.

Diaper Bag ID tag and emergency numbers - this piece received a lot of negative comments. For privacy issues, some people didn't want these numbers displayed for others to see. Others thought it was redundant.

Child ID kit - this is an existing piece from the Credit Unions. We would still have to pay for it, and it doesn't include Pfizer's logo on it. Many people felt this was too negative in nature - as it would only be used to identify a body. Personally, I think it would be useful in identifying children kidnapped. Still too negative.

Food Guide Slide - this is a wonderful, but expensive piece. We feel that we covered nutritional aspects off in the cook book, making this piece redundant.

You're an Amazing Role Model - This piece is a cling decal designed to stick on the parents mirror. The statement "You're an Amazing Role Model" will be there to give them inspiration every morning. This piece was made redundant by the fridge magnet included in the family kit.

What I like about my job - An interactive piece where parents can write down the top 5 reasons why they like there work, and then discuss it with their kids. This is a good exercise you can do with your kids and will be included as a tip under workplace wellness/balancing work and home reference sheet.

Quality Time Stamps - This involved a sheet of stamps or stickers that would say "Quality Time". After setting time to do something with your spouse or children, you would take one sticker and put it on the calendar and you would put one in your daytimer as a reminder. This received negative response as being too structured. Children, especially young children can't be scheduled.

Family Juggling Test - Analysis of your family's stress, and tips on how to relieve it. This is redundant as it is available from a number of sources, and appears frequently in family oriented magazines.

Find the silver lining - An exercise where you write down what is bothering you and then write down as many possible good outcomes for this scenario. By itself it does not warrant its own piece, but can be included in the Six Steps to Calmness (coping) reference sheet.

Mental Health ... think about it - A two sided sheet. One side has tips on controlling stress. The other has a list of available brochures and referral information from the Canadian Mental Health Association. We will use elements for the coping reference sheet.

101 Ways to Lighten Up - Poster produced by AADAC. We may take a few points for use in the reference sheets.

Quit 4 Life - Very cool, very expensive, interactive piece aimed at getting teens to quit smoking. Considered it for a while when we were "big picture" thinking. This is already being pushed by Health Canada with TV spots on Much Music, and YTV. It would be a hard piece to tie in with *You're Amazing*.

Let your stress fly away - This piece didn't test well. People thought it was silly. We have included a few airplane patterns (space permitting) in the Good for Nothing book.

What does daddy do? What does mommy do?
An interactive exercise where the children get to describe what their parents do for a living. We may include this as an exercise on balancing work and home reference sheet.

Children's Playbook - Activities and games for younger children. Considered redundant, elements included in the Family Kit as part of Good For Nothing Book.

Saving Energy Around the Home Checklist - This was not used as many other pieces like this exist. These are put out by financial institutions, utility and water companies, appear in homemaker magazines, every fall in newspapers. We used a few money saving elements in the Good for Nothing book.

Children's Financial Planner - not used, one or two tips incorporated into Family Financial Planner.

Retirement and Estate Planning - not used, one tip incorporated into Family Financial Planner.

ITEMS INCLUDED IN THE FAMILY KIT

Growth Chart - included in the Family Kit as a stand alone element.

Book of Good for Nothing Ideas - will be included in the Family Kit.

Family Financial Planner - will be included in the Family Kit. Focus tested fairly well.

Cooking Together - included in the Family Kit as the Amazing Cookbook

Make Mealtime Family Time - Used as tips in the *You're Amazing* Cookbook.

Big Cheezer (Food Fortune Teller) - the nutritional aspects were covered off in the cookbook, the fun element (how to make) was included in the Good for Nothing book.

Smart Shopping List - Will be included in the Family Kit.

***You're Amazing* Stickers** - Will be included in the Family Kit.

Treasure Map - This tested well, and will be in the Good for Nothing book aimed at older children.

***You're Amazing* Feel Good Coupons** - will be included in the Family Kit.

Child Safety Checklist - Will be included in the Family Kit as a reference sheet. Probably combined with Home Safety.

Home Safety Checklist - Will be included in the Family Kit as a reference sheet. Probably combined with Child Safety.

Balancing Work and Family - Will be included in the Family Kit as a reference sheet.

Learn to say NO / Six steps to calmness - will be in the Family Kit as a reference sheet.

Workplace Wellness Program - will be included in the Family Kit as a reference sheet.

Time out - organizing a babysitting co-op - will be included in the Family Kit as a reference sheet on babysitting and child care information.

Building a Support Network Tip Sheet - will be in the Family Kit as a reference sheet.

Your Amazing fridge magnet / photo frame - the fridge magnet will be included in the Family Kit as an awareness piece. The photo frame idea is being used in the summer tour promotion.

Parent's Bookmark - Didn't focus test well as a stand alone piece. Will be included in the Family Kit as an easy craft/gift idea in the Good For Nothing book.

Children's Bookmark - Will be included in the Family Kit as an easy craft/gift idea in the Good For Nothing book.

Priority Time -Ten time management tips on will get you closer to what you want to do. These will be rolled into the Balancing Work and Home reference sheet.

Information on Cubs, Scouts, Brownies and Guides - Will be included in the kit as part of the Building a Social Support Network reference sheet.

Let's Have a Block Party! - Will be included in the kit as part of the Building a Social Support Network reference sheet.

Join Your Community League - Will be included in the kit as part of the Building a Social Support Network reference sheet.

STEERING COMMITTEE

You're Amazing Steering Committee

Elly Webster
Health Promotion Specialist
Chinook Regional Health Authority
801 1st Avenue S
Lethbridge, Alberta
T5J 4L5
Phone: 382-6671
Fax: 328-5934

Janice Blair, Vice President
Community Development & Health
Promotion
Palliser Regional Health Authority
666 - 5 St. S.W.
Medicine Hat, Alberta
T1A 4H6
Phone: 528-5621
Fax: 528-8102

Yvette Penman
Health Planning Facilitator
Headwaters Regional Health Authority
1100 Hospital Place
Canmore, Alberta T1W 1N2
Phone: 678-7208
Fax: 678-1205
e-mail: ypenman@hha.ab.ca

Sandra Delon, Leader
Health Assessment and Surveillance
Health Marketing
Calgary Regional Health Authority
2nd Floor, 1035 - 2nd Ave. SW
Calgary, AB T2P 3E9
phone: 209-8474
Fax: 269-6850

Cheryl Ferguson
Regional Team Leader for
Public Health
Health Region #5
Box 340
Three Hills, Alberta T0M 2A0
Phone: 443-5355
Fax: 443-2207

Dalyce Greenslade
Director of Community Family Health
Red Deer Community Health Centre
David Thompson Regional Health Authority
2845 Bremner Avenue
Red Deer, Alberta T4R 1S2
Phone: 341-2104
Fax: 341-2196

Gladys Burrows
Community Coordinator
East Central Regional Health Authority
#11, 4701 - 52nd St.
Vermilion, Alberta T9X 1J9
Phone: 853-5270
Fax: 853-7362

Myrene Couves
Area Team Leader
Westview Regional Health Authority
4800 - 55 Avenue
Stony Plain, Alberta T7Z 1P9
Phone: 963-2241
Fax: 963-7192

Barb Olsen
Regional Director
Dental Health/Health Promotion
Crossroads Regional Health Authority
5610 - 40 Avenue
Wetaskiwin, Alberta T9A 3E4
Phone: 361-4349
Fax: 361-4335

Marianne Stewart, Director
Community Health Promotion
& Preventive Services
Capital Health Authority
Suite 300, 10216 - 124 Street
Edmonton, Alberta
T5N 4A3
Phone: 413-7975
Fax: 482-4203

Cindy Colbourne
Aspen Regional Health Authority
10024 - 107 Avenue
Westlock, Alberta
T7P 2E3
Phone: 459-0379/349-3316
Fax: 349-5725

Janet Kiist, Services Leader
Public Health Nursing
Lakeland Regional Health Authority
Vegreville Health Unit
5318 - 50 Street
Vegreville, AB T9C 1R1
Phone: 632-3331
Fax: 632-4334
e-mail: jkiist@vhealth.vegnet.com

Wayne Button
Special Services Team Manager
Peace Regional Health Authority
Box 6178, 10915 - 99 Street
Peace River, Alberta
T8S 1S2
Phone: 618-3440
Fax: 618-3405

Sandra Marini
Program Leader, Health Promotion
Community Health Services
Keeweetinok Regional Health Authority
405 - 6th Avenue SW
Slave Lake, Alberta
T0G 2A4
Phone: 849-3947
Fax: 849-3083
e:mail: smarini@ccinet.ab.ca

Mary Johnson
Director of Health Services
Northern Lights Regional Health Authority
7 Hospital Street
Ft. McMurray, AB T9H 1P2
Phone: 791-6146
Fax: 791-6042

Sherri Ross
Health Promotion Coordinator
Northwestern Regional Health Authority
9808 - 100 Avenue
The Fahlman Bldg. P.O. Bag 2000
High Level, Alberta T0H 1Z0
Phone: 926-7000
Fax: 926-7001
sherri.ross@infoward.com

Beth Evans
Project Coordinator, South Area
Provincial Mental Health Advisory Board
2nd Floor, Rm 206 Hillhurst Prof. Bldg.
301 - 14 Street N.W.
Calgary, Alberta
T2N 2A1
Phone: 297-4520
Fax: 297-2518

Ellen Murphy
Scientific Information Officer
Division of Epidemiology, Prevention
and Screening
Alberta Cancer Board
Rm. 382, 3330 Hospital Drive N.W.
Calgary, Alberta T4N 4N1
Phone: 220-8017
Fax: 270-3898

Laura Fitzgerald
Pfizer Canada
10811 - 138 Street
Edmonton, Alberta
T5M 1P1
Phone: 482-4112
Fax: 482-4182
e-mail: fitzgl@pfizer.com

Donna Burn
Credit Union Central
350 North 8500 MacLeod Trail S.
Calgary, Alberta
T2H 2N2
Phone: 258-5900
Fax: 253-7720

Cecilie Lord (co-chair)
Assistant Deputy Minister
Health Strategies and Research
Alberta Health
18th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-8596
Fax: 422-3671
e-mail: lordce@health.gov.ab.ca

Denis Ostercamp
Senior Team Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-2653
Fax: 427-2511
e-mail: osterd@health.gov.ab.ca

Mary Gartrell, Project Leader
Population Health Strategies
Alberta Health
24th Floor, 10025 Jasper Avenue
Edmonton, Alberta, T5J 2N3
Phone: 427-2653
Fax: 427-2511
e-mail: gartrm@health.gov.ab.ca

Maureen Payne (co-chair)
Nadine Barber
GPC Communications
530 - 8th Avenue SW. Suite 1700
Calgary, Alberta
T2P 3S8
Phone: 266-4710
Fax: 269-5346
e-mail: mpayne@gpc.ca

Rick McHutchion
Project Consultant
#1518 Crescent Place
13910 Stony Plain Road
Edmonton, Alberta
T5N 3R2
Phone/Fax: 452-8259
e-mail: rmch@freenet.edmonton.ab.ca

Sandy Huculak
Communications Branch
Alberta Health
22nd Floor 10025 Jasper Avenue
Edmonton, Alberta
T5J 2N3
Phone: 427-7164
Fax: 427-1171
e-mail: huculs@health.gov.ab.ca

June 1998

ADVISORY COMMITTEE

You're Amazing Advisory Committee

Marg Schwartz
Special Project Coordinator
Schools Come Alive
#506, 11010 - 142 Street NW
Edmonton, Alberta
T5N 2R1
Phone: 454-4745
Fax: 453-1756
E-mail: hpec@incentre.net

Alfred Nikolai
Recreation Development Officer
Recreation and Sport Branch
Alberta Community Development
905 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta T5J 4R7
Phone: 415-0270
Fax: 427-5140
e-mail: anikolai@mcd.gov.ab.ca

Don Szarko, Manager
Traffic Safety Initiatives (Mission Possible)
Alberta Motor Association
Administration Centre
10310 G.A. Macdonald (39A) Avenue
Box 8180, Station South
Edmonton, Alberta T6H 5X9
phone: 430-5733
Fax; 430-5676

Linda Christianson
Provincial Coordinator
Nobody's Perfect Alberta
c/o Edmonton Social Planning Council
#41, 9912 - 106 Street
Edmonton, Alberta T5K 1C5
Phone: 423-2031
Fax: 425-6244

Grace Whitehouse, Manager
Resource Development & Marketing
AADAC
200, 10909 Jasper Avenue
Edmonton, Alberta
T5J 3M9
Phone: 422-2794
Fax: 422-5237
e-mail: grace.whitehouse@aadac.gov.ab.ca

Lloyd Dick
ACICR
Injury Prevention Centre
4075EDC, 8308 - 114 Street
Edmonton, Alberta T6G 2V2
Phone: 492-6019
Fax: 492-7154
e-mail:ldick@incentre.net

Diane Dalley
Director of Community Planning
Office of the Commissioner
Services for Children
Family and Social Services
11th Floor, 10030 - 107 Street
Edmonton, Alberta T5J 3E4
Phone: 422-5662
Fax: 422-5036

Miriam Stewart, Director
Centre for Health Promotion Studies
5-10 University Extension Centre
8303 - 112 Street
University of Alberta
Edmonton, Alberta T6G 2T4
Phone: 492-9413
Fax: 492-9579
temporary e-mail:
linda.christensen@ualberta.ca

Shirley Bigelow, President
Alberta Community Health Nurses Society
4105 - 55 Street
Wetaskiwin, Alberta
T8A 1T5
Phone: 361-4333
Fax: 361-4335

Cynthia Smith, Director
Alberta Centre for Well-Being
3rd Floor, 11759 Groat Road
Edmonton, Alberta
T5M 3K6
Phone: 453-8692
Fax: 455-2092

Mauricette Howlett, Manager
Social Marketing and Partnerships Section
Health Promotion & Programs Branch
Health Canada
815 - 9700 Jasper Avenue
Edmonton, Alberta T5J 4C3
Phone: 495-5112
Fax: 495-7344
E-mail: mauricette_howlett@hc-sc.gc.ca

Dennis Stokes, Manager
Environmental Assessment Division
Alberta Environmental Protection
6th Floor, 9820 - 106 St.
Edmonton, Alberta T5K 2J6
Phone: 427-8850
Fax: 422-9714
e-mail: dstokes@env.gov.ab.ca

Catherine Biggs
C/o Broadmore Pharmacy
80 Chippewa Road
Sherwood Park, Alberta
T8A 4W6
Phone: 464-3454
Fax: 449-3096
e-mail: olpharm@connect.ab.ca

Sherri Thorsen, Executive Director
Alberta Transportation & Utilities
Traffic Safety Initiative
Main Floor, Twin Atria Bldg.
4999 - 98 Avenue
Edmonton, Alberta , T6B 2X3
Phone: 422-2705
Fax: 422-9739

Gerry Predy
Council of Medical Officers of Health
Capital Health Authority
Public Health Services
Suite 500, 10216 - 124 Street
Edmonton, Alberta
T5N 4A3
Phone: 482-1965
Fax: 482-4194

Denis Ostercamp (Chair)
Senior Team Leader
Population Health Strategies
Alberta Health
23rd Fl. 10025 Jasper Avenue
Edmonton, Alberta T5J 1S6
Phone: 415-2745
Fax: 422-6663
E-mail: osterd@mail.health.gov.ab.ca

Mary Gartrell
Project Leader
Population Health Strategies
Alberta Health
23rd Fl. 10025 Jasper Avenue
Edmonton, Alberta T5J 1S6
Phone: 415-2755
Fax: 422-6663
E-mail: gartrm@mail.health.gov.ab.ca

Rick McHutchion
Project Consultant
10120 - 136 Street
Edmonton, Alberta
T5N 2E2
Phone/Fax: 452-8259
E-mail: rmch@freenet.edmonton.ab.ca

Nadine Barber
GPC Communications
530 - 8th Avenue S.W. Suite 1700
Calgary, Alberta
T2P 3S8
Phone: 266-4710
Fax: 269-5346
e-mail: nbarber@gpc.ca

Cindy Thorvaldson, Manager
Dairy Nutrition Council of Alberta
14904 - 121A Avenue
Edmonton, Alberta
T5V 1A3
Phone: 453-5942
Fax: 455-2196
e-mail cthorvaldson@dnca.ab.ca

Jayne Thirsk
Executive Director
Dietitians of Canada
P.O. Box 74090Strathcona Postal Outlet
Calgary, Alberta
Phone: 217-5211
Fax: 217-5212
e-mail: jthirsk@dietitians.ca

Mary Totman
President
Alberta Library Trustee Association
10103 - 103 Street
Fort Saskatchewan, Alberta
T8L 3W1
Fax: 998-1363

Bob Borreson
Medical Benefits Coordinator
Income Support Programs
Alberta Family & Social Services
14th Floor, 10030 - 107 Street
Edmonton, Alberta, T5J 3E4
Phone: 427-6403
Fax: 422-0032

Gayle Carrier
Alberta Association of Registered Nurses
66, 3812 - 20 Avenue
Edmonton, AB, T6L 4B2
Phone:
Fax: 450-0226
E-mail: carri@telusplanet.net

Marlene Jubenvill
Manager, Family Day Homes
Day Care Programs
Alberta Family and Social Services
8th Floor, 10030 - 107 Street
Edmonton, Alberta T5K 3E4
Phone: 422-4682/ Fax: 427-1258
jubenm@censsw.gov.ab.ca

Sharon Chadwick
Legislation and Standards
Occupational Health and Safety
Alberta Labour
9th Floor, 10808 - 99 Avenue
Edmonton, Alberta
T5K 0G5
Phone: 415-0602
Fax: 427-5698

Gina Vivone-Vernon
Assistant Director
Curriculum Standards Branch
Alberta Education
6th Floor, East Tower
11160 Jasper Avenue
Edmonton, AB T5K 0L2
Phone: 427-2984
Fax: 422-3745

Sandy Huculak
Communications Branch
Alberta Health
22nd Floor, 10025 Jasper Avenue
Edmonton, Alberta
T5J 2N3
Phone: 427-5795
Fax: 427-1171
E-mail: huculs@mail.health.gov.ab.ca

Louise Mayo, Director
Marketing & Promotion
Nechi Institute
Box 34007, Kingsway Garden Mall
Edmonton, Alberta
T5G 3G4
Phone: 459-1884
Fax: 458-1883
e-mail: louisema@visions.ab.ca

Marianne McLennan
Human Resource Services
Employer Committee on Health Care
2-40 Assiniboia Hall, University of Alberta
Edmonton, Alberta T6G 2E7
Phone: 492-6072
Fax: 492-7527
e-mail: marianne.mclennan@ualberta.ca

Anna Auer
APHA
Box 35
Site 216, RR 2
St. Albert, Alberta T8N 1M9
Phone: 973-3006
Fax: 973-3921
e-mail: aauer@sprint.ca

Rudy Dressendorfer, Coordinator
Alberta Heart Health Project
18th Floor, 10025 Jasper Avenue
Edmonton, Alberta
T5J 2N3
Phone: 415-2749
Fax: 427-2511
e-mail: dressr@mail.health.gov.abv.ca

Katherine Jones
Executive Director
Alberta Foster Parents' Association
Suite 908, 10025 - 106 Street
Edmonton, AB
T5J 1G4
Phone: 429-9923
Fax: 426-7151

Laura Alcock
Foster Care Specialist
Child Welfare Services
9th Floor, 7th Street Plaza S. Tower
10030 - 107 Street
Edmonton, AB
T5J 3E4
Phone: 427-6385
Fax: 427-3297

Katherine MacKeignan, BPE, PFLC
Associate Director
Provincial Fitness Unit
W1-55 Van Vliet Centre
Edmonton, Alberta T6G 2H9
Phone: 492-4435
Fax: 492-6577
e-mail: katherine.mackeignan@ualberta.ca

FAMILY KIT WORKING GROUP

***You're Amazing* (Family) Kit Working Group**
(Steering and Advisory Committee Representatives)

Grace Whitehouse
Manager
Resource Dev. & Marketing
AADAC
2nd Floor, 10908 Jasper Avenue
Edmonton, Alberta, T5J 3M9
Phone: 422-2794
Fax: 422-5237
email:grace.whitehouse@AADAC.gov.ab.ca

Diane Dalley
Director of Community Planning
Office of the Commissioner for Services For Children
Family and Social Services
11th floor, 10030 - 107th Street
Edmonton, Alberta
Phone: 422-5662
Fax: 422-5036

Mauricette Howlett, Manager
Healthy Living Unit
Health Promotion & Programs Branch
Health Canada
815 - 9700 Jasper Avenue
Edmonton, Alberta T5J 4C3
Phone: 495-5112
Fax: 495-5537
email: mauricette_howlett@hc-sc.gc.ca

Marlene Jubenvill **(Liaison for A.C.)**
Manager, Family Day Homes
Day Care Programs
Alberta Family & Soc. Services
8th Floor, 10030 - 107th Street
Edmonton, Alberta T5K 3E4
Phone: 422-4682
Fax:427-1258

Elly Webster
Health Promotion Specialist
Population Health
Chinook Health Region
Community Health Site
801 1st Avenue S
Lethbridge, Alberta
T1J 4L5
Phone: 382-6671
Fax: 328-5934

Marie Whitmarsh
Health Promotion Marketing Coordinator
Palliser Health Authority
Community Health Services
2948 Dunmore Rd. SE
Medicine Hat, Alberta
T1A 8E3
Phone: 502-8248
Fax: 528-2250
email: lmwhit@memlane.com

Yvette Penman - **(Liaison for S.C.)**
Health Planning Facilitator
Headwaters Health Authority
1100 Hospital Place
Canmore, Alberta T1W 1N2
Phone; 678-7208
Fax: 678-1205
email: ypenman@banff.net

Sharon Anderson
Mental Health Consultant
Community Health Resources
Calgary Health Authority
320 - 17th Avenue S.W.
Calgary Alberta T2T 5T1
Phone: 228-7556/Fax: 228-8212
email: Sharon.Anderson@CRHA-health.ab.ca

Derrick Pieters
Regional Manager, Communications
Community Care and Public Health
Capital Health Authority
Suite 300, 10216 - 124 Street
Edmonton, Alberta
T5N 4A3
Phone: 413-7942
Fax: 413-7950
email: dpieters@CHA.ab.ca

Karen Brideau
Health Promotion
Peace Health Authority
Box 6178, 10915 - 99 Street
Peace River, Alberta
T8S 1S2
Phone: 624-7260, ext 474
Fax; 618-3405

Beth Evans
Project Coordinator, South Area
Provincial Mental Health Advisory Board
2nd Floor, Rm. 206 Hillhurst Prof. Bldg.
301 - 14 Street NW
Calgary, Alberta
T2N 2A1
Phone: 297-4520
Fax; 297-2518
email: beevans@agt.net

Donna Burn
Credit Union Central
350 North 8500 MacLeod Trail S.
Calgary, Alberta
T2H 2N2
Phone: 258-5900
Fax: 253-7720

***You're Amazing* (Family) Kit Working Group**
(Consultants/Support)

Orrin Lyseng (Chair)
Project Team Leader
Population Health Strategies Branch
Alberta Health
23rd Floor, TELUS Plaza North Tower
10025 Jasper Avenue
Edmonton, Alberta T5J 2N3
Phone: 427-8088
Fax: 422-6663
email: lyseno@mail.health.gov.ab.ca

Nadine Barber, Consultant
GPC Communications
Suite 1700, 530 8th Avenue SW
Calgary, Alberta T2P 3S8
Phone: 266-4710
Fax: 269-5346
email: nbarber@gpc.ca

Maureen Payne, Sr. V.P
GPC Communications
Suite 1700, 530 8th Avenue SW
Calgary, Alberta T2P 3S8
Phone: 266-4710
Fax: 269-5346
email: mpayne@gpc.ca

Lesley Gronow
Communications Branch
Alberta Health
22nd Floor, TELUS Plaza North Tower
10025 Jasper Avenue
Edmonton, Alberta T5J 2N3
Phone: 427-5612
Fax: 427-1171
email:gronol@mail.health.gov.ab.ca

Mary Gartrell
Project Team Leader
Population Health Strategies Branch
Alberta Health
23rd Floor, TELUS Plaza North Tower
10025 Jasper Avenue
Edmonton, Alberta T5J 2N3
Phone: 415-2755
Fax: 422-6663
email:gartrm@mail.health.gov.ab.ca

Rich McHutchion
Project Consultant
10120 - 136 Street
Edmonton, Alberta
T5N 2E2
Phone/Fax: 452-8259
email: rmch@freenet.edmonton.ab.ca

Julie Calderbank
Communication Consultant
2612 - 129 Avenue
T5A 3X6
Edmonton, Alberta
hm. - Phone : 475-5618
hm. - Fax: 476-7962
wk. - Phone: 427-7164
wk:- Fax: 427-1171
email: jcalderbank@compusmart.ab.ca

Laural Haulkier
Haulkier and Dutton Design
12228 - 113 Avenue
T5M 2W2
Phone: 451-6160
Fax: 453-1070
email: hand@mail.v-wave.com

Adrian Watzke
Copywriter
Snowglobe Communication
6530 - 112A Street
Edmonton, Alberta
T6H 4R3
Phone/Fax: 435-3670
email: copywrtr@supernet.ab.ca

Farrella Bickersteth
Admin. Support Specialist
Population Health Strategies
Alberta Health
23rd Floor, TELUS Plaza North Tower
10025 Jasper Avenue
Edmonton, Alberta T5J 2N3
Phone: 415-2757
Fax: 422-6663
email: bickef@mail.health.gov.ab.ca

Rochelle Dusseault
Health Promotion Practicum Student
University of Alberta
#9, 8408 - 105 St.
Edmonton, Alberta
T6E 4H5
Phone: 433-3702
Fax: 492-2999
email: rmd1@gpu.srv.ualberta.ca